

## Consultative Selling – Two Days

Since the 1940's, there have been some five generations of selling, which one are you using when selling business to business?

Consultative Selling is in large part underpinned by the mind-set of those involved in the selling process. As one director said when experiencing a 'light bulb' moment on this course, *"That's it, we've got to think like we are the customer"*. *"We don't sell to a customer, we are that customer"*. In essence then, that customer would look to us when they had a buying need as we know so much about them, their vision, their competitors, their goals and achievements, their pressure points, their modus operandi. For them to go anywhere else would defy logic, we have effectively achieved competitor lockout and avoided a price wars.

This practical and participative course examines the thinking and approach required to achieve a consultative selling relationship with a business customer. Delegates explore their current situation and what needs to happen to adopt a consultative approach.

### **What do delegates get out of it?**

- An appreciation of the five generations of selling
- An examination of the Customer Value Proposition
- Identification of the marketing positioning of their organisation
- The elements that make a successful seller
- Exploration of the 'hard differentiators'
- Five steps to selling the difference
- An understanding relating to the consultative partner relationships
- Knowledge of the four principles of consultative partner selling
- Understanding of the difference between Vendor and Consultative selling
- How to partner a customer manager
- Consideration of their competitive advantage
- How to assess possible leads using their organisations 'norms', their customers and the industry standard
- Appreciation of the eight stages of the consultative selling process
- How to overcome objections
- How to check out a prospect

### **What's been said by those attending it:**

*'An excellent course, informative and helpful, particularly eight stage sequence'*.

*'Excellent course in depth and to the right level'*.

*'Some very interesting points made'*,

*'Clear concise training with active discussion encouraged'*.

*'An interesting new approach to selling'*.

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## **Improving the Image – One Day**

**As sight is the learning sense that most of us learn most through, the way an organisation looks can have a crucial impact upon the way it is perceived and can encourage people to take a closer interest - or not! That said, all five of our senses cumulatively play a part in building images.**

This course examines the areas which create an impression and whilst focusing on the retail environment, can be adapted for non-retail organisations looking to improve their image.

The opportunity is taken for delegates to assess their own organisation's image.

### **What do delegates get out of it?**

- An examination of what they like and dislike in terms of image
- Understanding of the AIDA principle
- The use of colour, lighting, sound and décor
- The use of product mix, related items and space allocation
- The use of appropriate fixtures and fittings
- The principles of customer flow patterns
- Addressing the three principles of Logic, Eye Appeal and Accessibility
- Making the best use of the potential promotional space available.

### **What's been said by those attending it:**

*'Created an awareness of an area of the business I'd given little thought to previously'.*

*'Made me consider whether I'm making the best use of my windows'.*

*'Had never considered the importance of actually creating an image'.*

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## **Influencing and Persuading – One Day**

**Being able to influence and persuade people is an essential skill in the sales environment, it can help achieve sales and bring people around to our way of thinking. People possessing these skills exhibit more confidence and achieve more job satisfaction, as they can focus on results rather than issues or potential conflict.**

This participative course examines the principles of influencing and persuading people to achieve mutually beneficial outcomes.

### **What do delegates get out of it?**

- An understanding of what influence and persuasion is
- The qualities and skills required
- How to utilise the AIDA model
- The five step approach to influencing
- Understand the part positive behaviour plays
- Assessment of the eight influencing styles and approaches
- Appreciate the power of credibility
- Selling their proposition by identifying the benefits
- The use of persuasive communication skills
- How to overcome any resistance

### **What's been said by those attending it:**

*'Really friendly and knowledgeable tutor who knows how to get people to talk and think about their answers'.*

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## **Merchandising for Results – 3 day in-house workshop**

**Where the ‘Improving the Image’ course provides a valuable insight into developing a corporate image, this three day workshop takes it a stage further and is designed to be run in-house for organisations looking to ensure their whole merchandising approach achieves the best sales potential.**

Particularly participative, those attending are involved in benchmarking their organisation alongside similar ones and drawing conclusions before setting off on how to improve matters!

Run as three separate days, with one or two weeks between each, the end result is a plan for presentation to senior management of their recommendations for Merchandising for Results.

### **What do delegates get out of it?**

- The key principles of marketing and promotion as they relate to merchandising  
Delegates review their own business’s merchandising approach, utilising the principles explained during day one, including:
  - Identifying their customers using the parameters provided
  - Appeal to the senses
  - Layout, etc.
- A challenge to view their business through the eyes of their customers and describe the images and perceptions these customers possibly have of their business through the merchandising
- Identify customer expectations
- Sales floor preparation and setting the Standards
- Getting the most from window displays
- A review of in-store displays and layouts
- A merchandising checklist
- Product categories and grouping
- Assignment work. Between day one and two, delegates undertake an assignment whereby they draw comparisons between their business and the competition covering various elements associated with merchandising, not least:
  - SWOT
  - Product grouping
  - Promotional campaigns and ‘Signposting’
  - Rationalisation of product range
  - Display treatment and Layout, etc.
- Presentation of assignment findings and conclusions
- Construct outline plans for a future approach for presentation to senior management later that third day.

### **What’s been said by those attending it:**

*‘Made me see our business from a completely different perspective’.*

*‘In some ways a nerve-racking experience, but I’ve learnt so much’.*

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## **Negotiating Skills – One Day**

**There is no merit in going into a situation with an ‘open mind’ unless you’re prepared to end up in a place you didn’t want to be! Good negotiation relies on being prepared and knowing what your objectives are, and having an understanding of what the other party is seeking.**

A one day course designed to equip anyone involved in negotiation - something which happens on a daily basis and at all levels, both inside and outside the working environment – with the knowledge, skills and confidence to behave professionally to better achieve their desired outcome.

### **What do delegates get out of it?**

- An understanding of what negotiation is
- What makes a good negotiator
- The behaviours which help with negotiation
- Understand the negotiating styles
- An examination of the negotiation model, do you know your BATNA?
- Preparing to negotiate, including options, alternatives, and the wants of the other party
- Overcoming resistance
- Getting agreement and closing the negotiation

### **What’s been said by those attending it:**

*‘Provided me with a framework for preparing and conducting a negotiation’.*

*‘Made me realise I hadn’t really prepared and thought about previous meetings’.*

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## **Opportunity Development for Sales – One Day**

**In sales there are always opportunities to be addressed!**

**With the majority of these, there are certain ingredients almost guaranteed to get a result for the sales team if worked on:**

- **The positive attitude toward their products, their colleagues, their company and their customers**
- **Innovation in the way they sell and promote their company**
- **The ownership of the sales objectives.**

**Whatever the opportunity, by applying the techniques covered in this course, sales teams become re-energised and ‘thinking fit’.**

This course can be run either for an individual delegate(s) or with groups of managers/supervisors looking to make the most of opportunities, or with a specific team who would benefit from being re-energised in overcoming a particular sales challenge.

**What do delegates get out of it?**

- A review of some of the barriers to success and how to overcome them
- Understand the expectations of the customer and how they can be met
- The Ideal Salesperson - appreciate the qualities, skills, and values required
- Review the pressure and support elements affecting the way they do their job
- Identify the positive aspects of the current approach and how they can be capitalised upon
- Identify the areas for improvement and how such improvements can be made
- The use of creative thinking techniques to identify creative, new ideas to improve their approach to their job
- Identify the areas for action and the action required
- A personal development action plan.

**What’s been said by those attending it:**

‘Wasn’t sure if there would be anything new to learn, but I’ve come away with some good ideas’.

‘It was good working as a team understanding what everyone thinks and feels and how we can improve’.

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## **Selling Skills – One Day**

**Sales – the lifeblood of most businesses and an area which requires salespeople to have a broad range of skills to be effective. Organisations can no longer rely on past performance and repeat business, new innovations and competition are a constant challenge to complacency.**

A practical and participative course which takes delegates through a logical approach to selling, instilling professionalism and confidence in those key personnel in any business.

### **What do delegates get out of it?**

- An awareness of the essential knowledge they require to be well briefed
- How to profile their customers
- Identifying who makes the decisions and who they should be talking to
- Understand the expectations of customers
- Positive behaviours designed to maintain control
- Identification of the skills of successful salespeople
- Important information a good salesperson needs to know
- A practical and participative exploration of the six step sales process

### **What's been said by those attending it:**

*'Very informative – provoked thought and ideas as well'.*

*'Good pace and great knowledge'.*

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## **Selling for Success for Teams – One Day**

**For those organisations wanting to bring about new creative thinking and change in their sales teams, Selling for Success for Teams is designed to achieve just that.**

Designed for new and experienced sales personnel alike, this course has the effect of confirming and introducing ideas and concepts to produce motivated teams eager to sell. Particularly effective when run in-house with specific sales teams, producing energy directed at a common purpose.

Being participative, delegates examine and role-play each element of this one day course.

### **What do delegates get out of it?**

- The effects of negative and positive thinking
- The identification of personal strengths
- Identifying and selling the benefits of the organisation they work for
- Understanding the different types of customers and acting in an appropriate manner
- The use of creative thinking to identify ways of improving sales performance
- How to communicate with customers
- A close examination and practice of the six steps to selling for success
- The setting of personal goals and targets

### **What's been said by those attending it:**

*'A powerful day which made me think about what I currently do'.*

*'Has re-motivated me to strive for more'.*

*'Has given me a structure to work with and evaluate my sales meetings, be they good or bad'.*

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## Telesales – One Day

**Never more crucial to an organisation's success is the ability to sell over the telephone. Done right, it can be both an effective and efficient use of resource.**

Those required to tele-sell can often have a less than positive mind-set, seeing it has a battle to be won – or lost! This day benefits both those new to telesales and the more experienced, providing approaches and techniques which instil confidence, professionalism and provide a new focus to selling over the telephone.

Being participative, delegates examine and discuss the key areas of successful telesales.

### **What do delegates get out of it?**

- An appreciation of the positive and negative aspects of the telephone
- How to overcome nerves
- Identify the knowledge and skills required
- An understanding of what communication really is
- Presenting a professional and controlled image that succeeds
- How to get past the 'gatekeeper'
- The framework to successful selling
- How to answer and overcome questions and objections
- Getting commitment from the customer

### **What's been said by those attending it:**

- *'Made me realise that I should approach the telephone as if I was calling a friend or relative'.*
- *'Has given me the confidence to look forward to telesales'.*
- *'During warm and cold calls during the course I actually booked appointments!'*

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## Think Customer Campaigns

Thinking about the Customer is a key element to selling, get it right and there's a better chance of another sale 'tomorrow', get it wrong and you may never get the opportunity to sell to that customer again!

To make the whole concept of Customer Care and Quality Service work effectively, everyone in an organisation has to learn to THINK CUSTOMER. This is so important to the future of an organisation that it needs a special approach to ensure that everyone works towards achieving what will be a key goal for future and on-going success – QUALITY CUSTOMER CARE.

As the name suggests, this is about developing a campaign, and therefore is customised around an organisation's needs. But there are common elements which are likely to include: training materials, posters, incentives and projects. Typically, a campaign might run for six months.

### Campaign Benefits:

- Managers and staff will take ownership of the programme
- Action plans for improved service
- Improved teamwork and commitment to service
- Ideas from staff for better service
- A training style you can build on, and which can be administered by line management.
- Managers and staff who THINK CUSTOMER and act accordingly.

### Campaign Development:

- **Research** – working with steering group representatives involving management and staff and who influence customer care. This group would supply energy and guidance to the project and would take 'ownership' of the Campaign.
- **Aim of Research** – to establish simple, clear, quantifiable and achievable standards. To produce clear programme outlines/treatment for an effective campaign.
- **Programme Development** – production of customised training material, trainers notes, 'bite size' pieces backed up with support activities to assist in the learning process.

### Campaign Outline:

Promote one element of the Campaign at a time, thereby allowing employees to develop that element over an agreed period of time. A typical campaign might consist of the following elements:

- **Campaign Launch** – To set the scene and to get commitment from management and staff.
- **Image** – to focus attention on the need to create a good image at all times.
- **Courtesy** – The golden link between products/services and the customer.
- **Awareness** – To ensure no-one suffers from 'customer blindness' and becomes more aware of their needs.
- **Speed and Quality of Service** – Adding all the elements together to provide a high level of service at all times
- **Campaign Summary** – A summary of the key elements of the whole campaign.

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## **Time Management for Sales Personnel – One Day**

The effectiveness of those involved in sales cannot be over-emphasised in these competitive times. The saying; 'Time is money' has never had more resonance. The effective use of time is paramount to optimising performance.

Research has shown that stress can be caused by a feeling of being 'out of control', events appear to be controlling the person, rather than the person controlling events. In a sales environment, the salespeople need to be in control, by way of planning their objectives, their time, their overall approach and their follow-up.

A course deliberately designed to provoke thoughts about the concept of time before examining the bigger picture and why the 80/20 rule has gained a prominent position in organisations looking to become more effective in sales. From this acceptance of working more effectively and efficiently delegates go on to examine techniques to improve their own time management in relation to sales.

### **What do delegates get out of it?**

- An appreciation of the concepts surrounding time
- An appreciation of the 80/20 rule
- How to work more effectively and efficiently
- Identifying where their time goes
- What can steal and rob them of their time
- Techniques to help them take control of their time

### **What's been said by those attending it:**

'Made me appreciate the importance of using time better'.

'Useful techniques which I can apply to make more time for productive selling'.

'Presented a powerful argument for making the best use of my time, both in and out of work'.

*'I feel motivated to implement the techniques covered during this course'.*

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