



# Corporate Coach Group

Training that transforms



Training Proposal  
Sales Training

## A training plan for your organisation

### What is Sales Training?

The purpose of Sales Training is to learn how to persuade "potential-buyers" to buy.

Sales training is important because you need people to say, "Yes" to your proposals.

Sales training is made up of subset skills: Making a good first impression, analysis of customer needs, presentation and explanation of your products, answering possible objections, persuasion, negotiation and customer service.

Sales skills are not "innate natural talents". Sales skills need to be consciously learned and practiced until they become *second nature*.

All organisations need to be, to some degree, *Sales Organisations*.

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### Sales Training Course Content and Objectives

Sales is based upon a six-part model.

1. Introduction: First contact
2. Analysis: of customer needs
3. Presentation of your solution in relation to their needs
4. Answer questions or objections
5. Guide the prospect to a decision to proceed. (Close the sale)
6. Ask for referrals, add-on sales and repeat business.

Sales model relies on communication skills.

1. The proper use of words.
2. Listening skills.
3. Good memory
4. Good note taking skills.
5. The proper use of voice tones.
6. The proper use of body language.
7. A positive mental attitude.

**How many people are doing the training?**

Numbers of staff to be trained: To be confirmed.

**When will the training take place?**

To be arranged.

**Where is the training location?**

In-house.

**What is the content of the course?**

The content of the course is set out as follows:



## **Sales Training AM - Our goal is to master this six-step sales sequence:**

### **1. Make First contact:**

Introduce yourself with smile

'Have a hook': You need to gain their attention.

How are you going to gain their attention?

Subset point: Qualification: Is this prospect a serious contender for your time?

### **2. Analysis of customer needs:**

This is the most important step in the sales process.

You must find the gap that exists between 'What the buyer has now' and 'What the buyer wants for the future'

That gap represents both 'the customer needs' and 'your sales opportunity'

### **3. Presentation of your sales solution:**

Only now, when you have identified the customer's needs, should you propose your sales solution.

Show how your product will give them what they want, and will represent excellent value for money.

### **4. Answer questions or objections:**

Iron out any wrinkles in their understanding of your sales solution.

Eliminate any ambiguities.

Remember that any unanswered question in their mind will be sufficient to stop them progressing.

### **5. Close the sale: Ask for a positive buying decision:**

Don't hang back.

Ask a closing question.

Gain commitment to either:

Buy your solution or

Move to the next stage of the sales process

### **6. Add on and multiply:**

When you have made the first sale, then ask them to look at other related items on your list of possible services.

Your goal is to sell them more than they originally came for.

And then reap the referrals!

A referral is a fresh lead: a person that your original customer knows who may be interested in your service, and to whom your prospect can put in a word for you.

## **Sales Training PM - Develop your personal communication skills**

### **You communicate through three channels:**

- Your words
- Your voice tones
- Your body language

### **Learn the use - and abuse - of language**

- Good speech habits
- Some bad speech habits
- Harness the power of intelligent questions
- Expert sales people ask question
- Expert sales people listen MORE than they speak.

### **Be aware of three common mistakes**

- Spending too long talking about your own company
- Acting too friendly, too soon
- Making too many jokes. Trying to be funny

### **Become more aware of your voice tones**

- Pitch: Lower voices have more authority
- Pace: Don't be a fast talker. Slow down
- Volume: Middle ground is best. Not too loud, nor too timid
- Accent: Some accents have a negative effect on the mind. You may have to moderate your accent.

### **Use your body language more effectively**

- Appearance. How you dress
- Handshake
- Eye contact
- Facial expression (smile)
- Hand and arm gestures

### **Create and sustain a positive mental attitude**

The right attitude is the secret ingredient of all successful sales people.

- Nobody likes a grump
- Cynical pessimism will cost you
- Rational optimism will earn you more sales

### **Feedback and learning the lessons**

### **Summary and close**



**The training is designed to comply exactly with your requirements:**

Your organisation shall provide a fully equipped classroom for the entire duration of the training course

Corporate Coach Training shall prepare and supply all the course and teaching materials for the participants. – **Yes**

The expected number of your organisations participants per course is to be confirmed. -**Yes**

Corporate Coach Training shall make its own travel and accommodation arrangements. - **Yes**

Corporate Coach Training shall provide a detailed course proposal to meet the YOUR ORGANISATION requirements as stated - **Yes**

The proposed course structure shall clearly outline what topics would be covered on each day. -**Yes**

## **The method of training is as follows:**

### **The training is to be:**

- Delivered in an enthusiastic and interesting way that will involve all the delegates.
- Whilst being consistent with the plan, the training must be flexible and responsive to the needs of the individual delegate group.
- Highly practical, structured and organized.

### **The training method follows this general pattern:**

1. The trainer, gives a clear explanation of the point in question.
2. Then the trainer will demonstrate the principle and gives specific examples.
3. Then, the delegates practice by doing an exercise with each other
4. The delegates practice by doing exercise with the trainer.
5. All points are supported with full written notes to take away.
6. Delegates are asked to write down an associated action, for each point made.
7. (At the end of the day, we have about twenty such actions, from which the delegates choose six which are the most personally meaningful).

### **What are the costs / investments?**

#### **In-house course**

Daily rate is £1,950 + VAT for up to 20 delegates.

Plus £80 for each additional delegate over 20.

Plus, hotel accommodation for trainer if needed (*Premier inn type: not the Hilton!*)

#### **The training days are inclusive of:**

- Full days training
- Full course notes
- Written action plan to take away
- Access to our post course portal
- Plus, three months' FREE telephone coaching to answer any on-going questions

#### **Plus, free telephone coaching!**

To answer any on-going questions, you will also receive email and telephone support from your trainer after you have attended the course.

#### **We suggest the following plan of action:**

You please send to me:

1. Any amendments or changes you wish to make to the programme.
2. Your thoughts
3. The plan of action

#### **Thank you**

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#### **A word from our previous delegates...**

For feedback, video testimonials and list of companies that have benefited from our training programmes please [follow this link](#)