



Sales Skills Development

Courses for Sales, Commercial and Business Development Professionals

Giving your people the skills, tools and understanding to establish, maintain and grow **profitable** relationships with customers, clients and partners.



What Can You Expect From a Sales Programme?

Our sales programmes cover **all of the essential behaviours, tools and skills** required to give your sales team **competitive advantage**; from the basics of how to sell - including overcoming objections and communicating in a persuasive manner - to more complex objectives such as the management of long term relationships and advanced negotiation skills.

In all areas we focus on delivering value to clients whilst protecting and growing profit for your company.

“Selling comes naturally to some and not to others; nevertheless, it is an essential, some would say, the essential component of a successful business. As businesses, we want and need our sales people to be excellent in order to go on to further and greater successes, making effective training an absolute necessity.”



Jordan Burke

Head of Client Services



Introducing

Our Sales Skills Programmes

Our **Sales Skills Programmes** have been designed so:



Your Sales Team will be able to use more **advanced skills** and tools in order to make more sales at **higher margins** without effecting market share or losing your client base.



Your organisation will look **more attractive** to your sales teams due to investing in their development, both in terms of **future progression** in the company and their ability to earn bonuses and commission.

Your Customers will experience a **consistent and high quality service** from your sales team that will serve to retain, and ultimately grow, your client base as well as bolstering your reputation in the market.





Who's It For?

Our programmes take participants through the skills, tools and understandings necessary to establish, maintain and grow profitable relationships with customers, clients and partners and are therefore suitable for:



Sales Juniors

Needing to really establish a foundation of sales skills in order to develop their abilities and help them **hit the ground running**. At this stage, content is pitched at a basic level with a focus on practical learning.



Sales/Business Development Professionals

At this stage, **skills are sharpened**, and more advanced tools are introduced to help turn successful sales people into high performers and top billers.






What Are The Different Programmes?

Bronze Option

- 🕒 Essential Sales Skills
- 🕒 Sales Communication Skills
- 🕒 Effective Working Practices
- 🕒 Relationships Building Skills
- 🕒 (Includes Disc Profiles)


In-company programme for up to 12 participants

From **£5,370 +vat** 

Silver Option

- 🕒 Essential Sales Skills
- 🕒 Sales Communication Skills
- 🕒 Effective Working Practices
- 🕒 Relationships Building Skills
- 🕒 Negotiation and Persuasion
- 🕒 (Includes Disc Profiles)


In-company programme for up to 12 participants

From **£6,750 +vat** 

Gold Option

- 🕒 Essential Sales Skills
- 🕒 Sales Communication Skills
- 🕒 Effective Working Practices
- 🕒 Relationships Building Skills
- 🕒 Negotiation and Persuasion
- 🕒 (Includes Disc Profiles)
- 🕒 (Includes 2 coaching sessions per participant)

In-company programme for up to 12 participants

From **£10,400 +vat** 



Sales Communication Skills

This workshop develops the fundamentals of sales communication and begins to instill the advanced communication skills that all successful sales professionals are required to perform.

Methods of communication will be covered, as well as styles, body language, tone of voice, volume and approach, in order to give your people the best chance of conveying their message to a wide range of audiences. It will stress the truth that all people are different, and thus, one style will not suffice for everyone - through this we will outline adaptable styles, giving participants the ability to communicate effectively in varying cultural contexts.

Benefits include:

- ✓ The ability to communicate and establish rapport with a wide range of people.
- ✓ The understanding to match the right method of communication with the right message
- ✓ The skills to use body language as a tool for better connecting with people
- ✓ The knowledge to be able to select the right style of communication for the right people
- ✓ The skills to listen effectively and pick up on buying signals

Topics covered:

- ➔ Understanding different communication styles
- ➔ Methods of communication
- ➔ Perceptual positions and different perspectives
- ➔ Communication filters
- ➔ Developing an assertive communication style
- ➔ Active listening and effective questioning skills
- ➔ Non-verbal communication
- ➔ Handling difficult customers and complaints



Relationship Building Skills

More important than securing just one sale, is the ability to develop clients into repeat customers.

This workshop will give participants the skills and insights to manage, build and grow relationships with companies and people over time. It will give the tools and tips on how to do this as profitably as possible.

Benefits include:

- ✓ Long lasting customer relationships producing sales that can be accurately and reliably forecasted
- ✓ The ability to grow accounts to up-sell and cross-sell different products and services
- ✓ Better client retention and the know-how to help grow/protect market share
- ✓ The skills to repair damaged relationships and get back on track with your customers
- ✓ Strong and successful relationships that help assure other/potential customers of the quality of your service

Topics covered:

- ➔ DiSC Profiles and understanding different styles
- ➔ Deciding on the right approach
- ➔ Consistency and frequency of interaction
- ➔ Establishing trust and becoming useful
- ➔ Understanding the boundaries of relationships
- ➔ Repairing damaged relationships
- ➔ Expanding positive relationships



Essential Sales Skills

This workshop looks at the detail of sales psychology and the tried and tested methods of selling to people, whether it be on the telephone or in person.

Its ultimate goal being to give your people the core selling tools that can be combined with other learnings and put into practice immediately.

Benefits include:

- ✓ Tools to present your product or service in an attractive and persuasive manner
- ✓ Full understanding of the buying process and sales cycle to better plan your sales
- ✓ The ability to sell around objections and propose value to prospects
- ✓ The confidence to effectively network in your industry

Topics covered:

- ➔ Establishing rapport
- ➔ Reading body language
- ➔ Understanding your products and services (FAB)
- ➔ Understanding buying signals and how to respond to them
- ➔ The Sales Cycle
- ➔ Overcoming objections
- ➔ Understanding the buying process and the factors affecting it
- ➔ Networking skills



Negotiation and Persuasion Skills

This workshop equips participants with the skills needed to get the most out of negotiations.

The process of negotiation is framed before educating participants on the skills and tools that will assist them in their navigation of the aforementioned, while simultaneously protecting margins and ensuring client satisfaction.

Benefits include:

- ✓ Better margin or preferable terms on sales
- ✓ The ability to hold and defend the value in your product or service
- ✓ Relationships that are balanced and fair
- ✓ Confidence and comfort whilst negotiating

Topics covered:

- ➔ Clarifying the desired outcome in advance
- ➔ Viewing situations from the perspective of prospective clients and considering factors that may influence their decision making.
- ➔ Deciding your approach
- ➔ Types of negotiation
- ➔ Preparing for negotiations and developing your negotiation mindset
- ➔ Information gathering
- ➔ Holding your ground and justifying your position
- ➔ Dealing with tough negotiators



Effective Working Practices

This workshop cultivates and encourages the right behaviours in participants' working practices, to ensure that they are always focusing their energy and time on the right activities and generating profit.

Participants will be provided with the tools to manage their customers and tasks as effectively as possible in an effort to ensure maximum sales and the best possible service to your customers.

Benefits include:

- ✓ Efficient management of time and energy
- ✓ Sales focused activity all of the time
- ✓ The ability to understand that which is truly important to selling
- ✓ The ability to solve problems both internally and externally

Topics covered:

- ➔ Managing your time and focus
- ➔ Eliminating time wasting activities
- ➔ Prioritising your workload effectively
- ➔ Managing your communications
- ➔ Setting expectations
- ➔ Problem solving skills
- ➔ Root cause analysis and 'The 5 Why's'
- ➔ Decision making and the decision tree



Self-Awareness for Effective Selling

This workshop will help participants to understand more about themselves and each other, in order to fully master and control the image and style they convey to others. It will give participants the skills to plan their interactions in the sales environment so that they achieve the best possible result.

Participants will develop an understanding on how to build resilience in terms of conserving their energy and avoiding burnout as well as the tools to remain focused in the face of rejection.

Benefits include:

- ✓ The ability to understand exactly how you are coming across to others
- ✓ The mindset to remain resilient in the face of rejection and high workloads
- ✓ The skills to spot and manage your emotional responses

Topics covered:

- ➔ What do we mean by emotional intelligence?
- ➔ Controlling your own emotions
- ➔ Tools to manage the emotions of others
- ➔ Revealing your blind spots
- ➔ What do we mean by resilience?
- ➔ Developing a resilient mindset
- ➔ Where does energy come from and how do we replenish it?
- ➔ 5 Pillars of Resilience



Other Sales Skills Modules That We Provide:

- 🕒 **Telephone Selling**
- 🕒 **Managing a Sales Team (2 day programme)**
- 🕒 **Presentation Skills**
- 🕒 **Key Account Management**
- 🕒 **Advanced Negotiation**
- 🕒 **Solution-based Selling**
- 🕒 **Running Effective Meetings**
- 🕒 **Writing Proposals and Professional Documents**

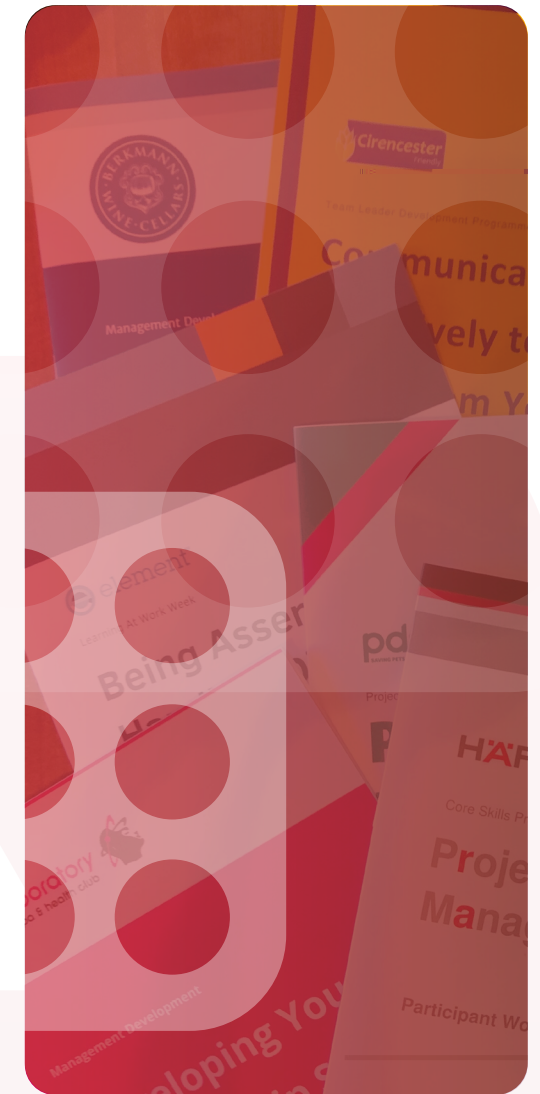




Practical, Tailored, Branded and Thoroughly Followed-up Learning

Delivering an exciting, interesting and lively programme is just a small part of the story...

- Our expert team will consult with you to make sure that the content we cover is **tailored to your organisation**.
- Workbooks will be distributed which will have been **perfectly branded** in your company's image to accompany the learning.
- After the workshop, the participants will complete a challenge they have set themselves, ensuring that what they have been taught is translating directly back into the workplace giving you **immediate results**.





What our Participants and Clients Say

- Q I would recommend this course to anyone who will be selling in any way very informative and interesting.
- Q Very interesting and fun went to the course worried about what to expect but was put to ease straight away, learned new techniques to use.
- Q Well worth doing, very informative and a nice environment to learn in. Good to see sales explained from so many different perspectives.

“We have just concluded a Management Development Programme with Nine Dots Development. Without exception the comments received from our participants have been outstanding, helped in no small way by the manner in which the Nine Dots Team gained a proper understanding of our business, its culture and its ethos. We are delighted with the results and look forward to working with Nine Dots to deliver courses at various levels to further develop our people”.

- Q Different way of utilising a broad knowledge of sales. Great discussion topics and getting involved.
- Q Structured engaging and informative, worth doing.
- Q Really helpful in identifying a way that negotiations needs to be thought through. Entertaining, well focused, helpful.
- Q Fun, interactive and engaging. Good content and was really well delivered. 5*.

Steven Clemson
HR Director
Toolbank

Check out **hundreds of reviews and training outcomes** that are featured on our website:

ninedotsdevelopment.com



Sounds Great, What are the Next Steps?

We would **love** to talk to you about your requirements and tailor one of our sales packages to you.

Enquire today by calling:

+44 (0) 1332 527 905

Request a call on our website: ninedotsdevelopment.com/web/callrequest

Send us an email: enquiries@ninedotsdevelopment.com

Nine Dots Development

We help assist organisations to expand the **skill sets of their employees**, from junior roles, all the way through to executive level positions.

We do this through:

- ➔ Bespoke/tailored training workshops
- ➔ 1 to 1 coaching
- ➔ Qualifications
(CMI/ILM/Apprenticeships)

Our work tends to cover **3 broad areas** of skills and behaviours which can be categorised as:

- ➔ People Management
- ➔ Business Management
- ➔ Sales and Customer Service