

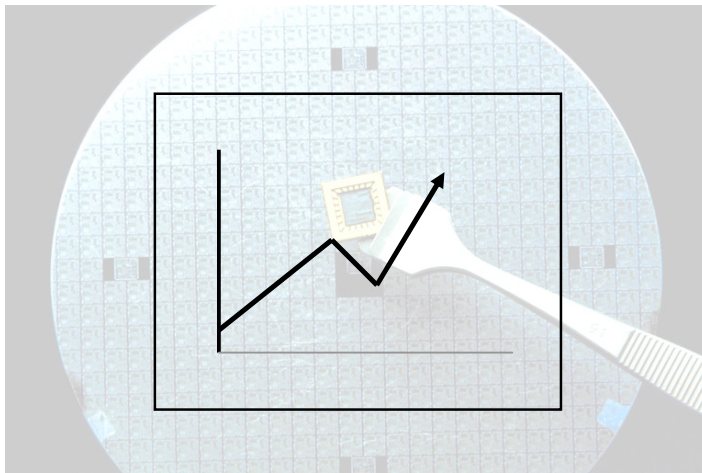


Training, Coaching, Consulting

The difference operator – effecting a change or difference

DELTA

The Difference that makes the Difference



Sales Accelerator System

*If gaining access, getting information and persuading people are
critical to your business success you need to press the sales
accelerator*



Sales Accelerator System

If you have a sales team, you're probably striving for even better performance. You may be after more sales savvy, an ability to call on influential executives; the ability to achieve closure or improved persuasion capability. If you're a sales executive you're probably wondering how to get that meeting with that key executive and how to get answers to those tough questions you need to know.

There are sales executives out there selling good products in a depressed market, there are sales executives failing to sell leading products. So what makes the difference?

Most sales managers are simply looking to their team to sell the true *value* of their offering to the right customer executives in the right accounts. All this really takes is 4 things: a simple *systematic* approach, a good *skill* set, a grasp of *the art and science of persuasion* and a winning *mindset*.

The Sales Accelerator System shares with your sales team the wisdom, approach and mindset which enables them to develop the right influential relationships with the right customer executives in the right accounts, quickly.

... and it's delivered by someone who has an intimate knowledge of the industry from a customer perspective and from a sales perspective.

Module 1

Gaining Access and getting key information from key meetings

Many sales executives pursue too many projects in the hope that some of them will come through. In any company there are priority projects that the customer is focussed on that will make money for them, and for the sales executive that sells to them... and somebody in that account knows the priorities and needs help to solve complex problems.

Many times sales executives are missing key information relating to projects and how to win them. Often this is because the sales executive fails to develop trusting relationships with knowledgeable customer executives or, more often, fails to ask the difficult, yet obvious, questions.

At the end of this 2 day module imagine every member of your sales team having the skills necessary to secure meetings with key personnel in key accounts. They will be developing high levels of credibility and trust immediately, allowing them to draw out powerful information profiles and enabling them to understand and to win profitable, priority projects effectively. They will learn how to:-

- Secure executive level meetings
- Develop instant rapport and credibility
- Discover critical information
- Question effectively
- Close powerfully and ensure follow on action



Module 2

The Art and Science of Persuasion: Advanced Influencing for Sales.

We all know one of those rare sales executives who seem to have the charisma and power to sell themselves to any customer and to then sell their product, whether there's a downturn in the market or a better product on offer. It's a truism that people buy from people first. The phrase "It's all about relationships" is overused to the point of being ignored. So why is so little attention paid to developing these skills in the hi-tech market place? Probably because we've become so focussed on the technology itself and forgotten that we are selling *ourselves* first and that there are *real people* are on the buying end. Those few special sales executives that possess this magic are often unaware of how they do it. The *People Technology* employed in this module has been built by modelling the excellence of top sales executives and is rare in the hi-tech industry.

Imagine, at the end of this module, each of your sales executives being able to spot the personality and style of the customer immediately. Imagine them really being able to speak the customers' language to a depth not usually grasped. Imagine the really talented sales executive being able to detect the customers' habitual buying approach and to sell to them in *their* preferred way. Imagine a sales executive possessing a command of truly influential language patterns that change minds quickly.

Caveat: this is an extremely powerful approach to influencing and will only be delivered on the understanding that it is used with integrity.

Module 3

Sales Leadership Repertoire

"Little value comes out of the belief that people will respond progressively better by treating them progressively worse" -- Eric Harvey

... and yet in our desire for results our frustration often leads us to this approach or even worse – out of ideas! Any true leader of a business team must possess a broad leadership repertoire in order to get the very best from a diverse team. This module empowers leaders and managers with a commanding leadership repertoire that allows them to motivate, inspire, guide and coach a team, and individuals, to success immediately. Styles covered include:-

- Visionary leadership - Leading through purpose.
- Commanding leadership: setting the direction and focus.
- Pace Setting: leading by example and installing the lesson
- Coaching: achieving the individual's potential.
- Affiliating: being part of the team to be a team.
- Democratic Approach: involvement inspires commitment.
- Managing Metrics: paying attention to and owning the results.



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Your Instructor

Dave Sellers is an experienced sales professional and sales leader, NLP Master Practitioner and INLPTA Certified NLP Business Trainer – 1 of only 5 in the UK. Dave continues to provide the sales momentum for a number of training organisations. He has sold everything from ultra hi-tech hardware, through to software, consulting services and inter-company partnership to some of the biggest names throughout Europe including Alcatel, Ericsson, Nokia. He has taught sales for 5 years whilst continuing to sell, to research and to develop some of the most advanced sales material available. Customers use his methods to sell everything from consumables to hi-tech infrastructure and financial services. His methods are applied in telephone sales environments, face to face selling and team selling and are developed from a 'Business to business selling' map of the world. Due to the combination of Dave's wealth of experience in the crucible of real-world sales plus his in depth knowledge of 'People Technology' the calibre of material Dave uses is not available from any other sales training organisation.

Dave currently leads Delta's sales and marketing activities and so 'walks his talk' as a sales executive, applying what he teaches on a daily basis.

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