

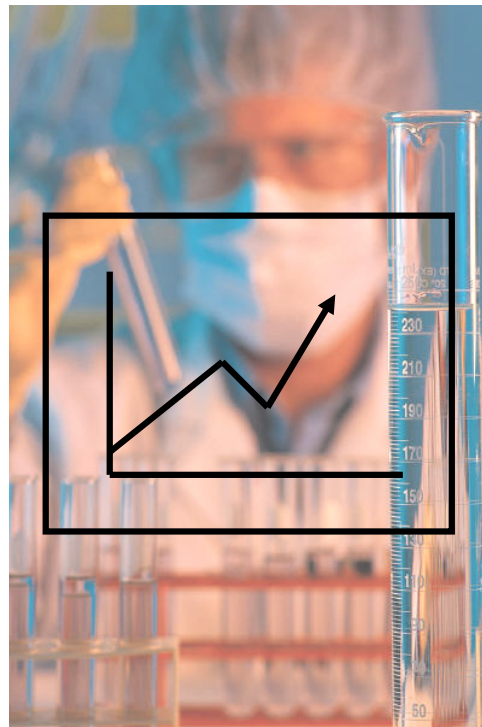


Training, Coaching, Consulting

The difference operator – effecting a change or difference

DELTA

The Difference that makes the Difference



Sales Accelerator System



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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 gain access to influential customers; the ability to gain real commitment to action. If you're a sales representative you're probably wondering how to get that meeting with that key customer and how to actually *persuade* them to buy you, and your solid proposal, in the face of stiff competition.

There are sales representatives out there selling good products in a depressed market; there are sales representatives failing to win with leading products. So what makes the difference?

Most sales managers are simply looking to their team to help the *right customer* recognise the true *value* of their offering and gain a *real commitment* to buy. All this really takes is 4 things: a simple *systematic* approach, a good basic *skill set*, a winning *mindset* and most importantly a grasp of *the art and science of persuasion*.

The Sales Accelerator System shares with your sales team the wisdom, approach and mindset which enable them to gain access, develop powerful, influential relationships with the right customers and achieve persuasion and commitment, quickly.

... and it's delivered by someone who has an intimate knowledge of industry from a customer perspective and from a sales perspective (see later section on 'your instructor')

Module 1

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

We all know one of those rare sales representatives who seem to have the charisma and power to sell themselves to any customer and to then sell their product, despite the challenges and restrictions. 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 product market place? Probably because we've become so focussed on the science and 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 representatives 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 representatives and is rare in the hi-tech, healthcare and scientific industries.

Imagine, at the end of this module, each of your sales representatives 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 representative being able to detect the customers' habitual buying approach and to sell to them in *their* preferred way. Imagine a sales representative possessing a command of truly influential language patterns that change minds quickly.

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



Module 2

Gaining Access, Getting information

Many sales representatives are pursuing a large number of opportunities with no real feel for the level of commitment from the customer and no certainty of action.

Many times sales representatives lack sufficient customer information to gain access to key influencers and are missing key information relating to opportunities and how to win them. Often this is because the sales representative fails to develop trusting relationships with knowledgeable customers or, more often, fails to ask the difficult, yet obvious, questions and fails to seek true commitment to action.

At the end of this 2 day module imagine every member of your sales team having the skills necessary to secure meetings with key people 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 opportunities effectively. They will learn how to:-

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

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 Coach Practitioner who continues to provide the sales momentum for a number of training organisations. Dave 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.

Contact

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