

PROGRAMME OUTLINES

# Sales and influence training

Programme Duration	Influencing through Presentation Skills 2 days	Consultative selling skills 2 days	Negotiating for success 2 days
<b>Outline content</b>	<p>How to set meaningful objectives for business presentations</p> <p>Getting to the root of your listeners' needs</p> <p>How to channel nervous energy into powerful delivery</p> <p>Developing your vocal range to build impact and influence</p> <p>Managing questions – building a pathway to understanding</p>	<p>Why high value sales merit a specialised approach</p> <p>Using buying influences to structure proposals</p> <p>Needs based questioning</p> <p>Closing through “advancements”</p> <p>The 10 principles for influence in the sales call</p>	<p>Defining the skills of the excellent negotiator</p> <p>Identifying and valuing tradeable items</p> <p>The three roles: leader; observer; summariser</p> <p>Making the 4 forces of negotiation work for you</p> <p>Handling different behaviours &amp; power tactics</p>
<b>Ideal for</b>	all managers who need to persuade /influence	sales people / managers involved in high value or complex sales	sales staff who need to negotiate to win business / complex sales



All programmes can be run in-house or at our premises. They have a proven format which can be further adapted to suit your business. We frequently deliver the 2 day events separated by one week to allow practice at work.

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# Sales and influence training

<b>Programme</b> <i>Duration</i>	<b>Presenting Memorable Messages</b> <i>2 days</i>	<b>Strategic Influencing</b> <i>2 days</i>
<b>Outline content</b>	<p>How to speak with confidence to groups</p> <p>The key steps of effective and thorough preparation</p> <p>Communicating your messages in a structured, clear and professional way</p> <p>How to deliver presentations that meet your objectives</p> <p>How to captivate &amp; maintain audience interest</p> <p>Managing the audience and handling questions</p>	<p>Defining the four key motivators that are key to all influencing strategies</p> <p>Understand preferred style in terms of Assertive: Passive: Aggressive behaviours</p> <p>Cialdini's key principles</p> <p>Transactional Analysis and how it helps establish win: win dialogue</p> <p>Developing a real life Influence Strategy for an internal / external contact</p> <p>NLP – how to understand yourself &amp; other people</p>
<b>Ideal for</b>	<p>all first line managers who present as part of their role</p>	<p>sales people/ managers involved in relationship management &amp; getting results with internal/ external contacts</p>



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