

PROGRAMME OUTLINES

Sales and influence training

Programme Duration	Influencing through Presentation Skills 2 days	Consultative selling skills 2 days	Negotiating for success 2 days
Outline content	<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 & power tactics</p>
Ideal for	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.

PROGRAMME OUTLINES

Sales and influence training

Programme <i>Duration</i>	Presenting Memorable Messages <i>2 days</i>	Strategic Influencing <i>2 days</i>
Outline content	<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 & 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 & other people</p>
Ideal for	<p>all first line managers who present as part of their role</p>	<p>sales people/ managers involved in relationship management & getting results with internal/ external contacts</p>



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.