

Chasing sales...Take the lead in 2010 and develop winning sales techniques



Delivered by:



at Dorset Business,
Chamber House, Acorn
Office Park, Ling Road,
Poole, BH12 4NZ

5th March 2010

9.30am until 4.00pm

Dorset Business Members:

£150.00 + VAT
(£176.25 inc VAT)

Non Members:

£200.00 + VAT (£235.00)

Have you ever thought: "If only..." after a sales meeting or call and wished that you could turn back the clock, get a second chance or ask another question?

Well, if you're thinking 'sometimes' or 'yes', then stop chasing sales and **turn 2010 into a year of winning sales** by developing these essential sales techniques:

Referrals: Is being given a name and a person's contact details a referral?

Learn how to get **real referrals** which lead to new business

Influencers and decision makers: **Do you know who you're talking to...?** You should if you want to ensure that you win the sale

Setting a meeting agenda: What's the **purpose** and what **key areas** need to be covered? You don't want to leave and think: "If only..."

Don't sell at your customer! **Ask the right questions** first to discover the customer's need

Maintain sales momentum Learn how to get the **next step in the sale confirmed** with your customer **before** you leave the meeting or put down the phone: don't lose momentum and chase sales

Take this opportunity and join this sales workshop on Friday 5th March, 9:30-4pm at Dorset Business. This course is suitable for all sales people who need to develop their sales techniques and for those that need a refresher.

P.S. Take the sales lead in 2010...can you afford to miss it?

GRP Tools – Deborah Hussey, Sales Director, Aug 2009

I initially attended a group sales training session and I was truly inspired and captivated.

After the session I took Claudine's advice and got my first order the next day!

I then identified that I needed further sales coaching and via Train to Gain selected Claudine from Creative Alliances. After assessing my needs we put together a sales coaching plan which involved sales planning, applying the sales process to increase sales and techniques to win sales currently in the pipeline.

Since the coaching I have won a substantial account worth £75,000 and have maintained other customers that were under threat from competitors by being assertive and asking for further business, keeping the door open, and being motivated and focused. I now have complete confidence, self belief and sales skill, thank you!

Point Source – Fiona Evans, Field Sales Engineer, Aug 2009

I have recently undertaken sales training and coaching with Claudine. From the sales training I have learnt to ask more questions to establish the customer's need, and to focus on reducing the sales process by gaining commitment to each next step within the project thereby maintaining momentum. From Claudine attending customer visits, it has given me renewed confidence to sell into closed customers and win the business.

As part of sales planning, we also created some goals for continued improvement and as a result I am now generating more enquiries with new potential customers than previously, and through analysis have offered suggestions on how we can increase the amount of business won per year and ways in which we can improve our processes and internal communications to increase efficiencies and sales.



To reserve your place simply complete the booking form and return it along with your remittance to:

DORSET BUSINESS
THE CHAMBER OF COMMERCE & INDUSTRY

Chamber House
Acorn Office Park
Tower Park, Poole,
Dorset, BH12 4NZ

Tel: 01202 714804

Fax: 01202 747862

E-Mail: gillian.bunting@dorsetbusiness.net

I/We would like to attend the Chasing Sales Course at Dorset Business on 5th March 2010.

Company: _____ Names: _____

Address: _____

Tel No: _____

Post Code: _____ E-Mail: _____

No. of places required: _____ Nature of Business: _____

Please send a cheque made payable to 'Dorset Business' or provide a credit card number below:

I enclose my remittance/please deduct £
Visa/Mastercard No.

(inc VAT) Name on Card:
Expiry Date: /

Please note: Bookings will not be accepted unless accompanied by payment and cancellations must be received no later than one month (28 days) before the course if a full refund is to be given. Cancellations received within 2 to 4 weeks of the first date of course will be refunded 50%. No refunds will be given for cancellations made within 14 days.

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