

# Sales Masterclass



## Who is it for?

“Sales Masterclass” is a bespoke workshop for anyone wishing to further develop their sales knowledge and skill.

This workshop explores how to monitor your business development and offers participants a toolkit of advanced business to business selling techniques.

## What is it about?

This full day workshop provides individual coaching to enable each business to clearly understand their sales activity and conversions. As a sequel to ‘Lift Off’ face to face selling skills, Sales Masterclass offers an array of consultative selling techniques to enhance both your understanding of why people buy, your personal performance and your communication and understanding of your customers as individuals. Each business will be able to undergo a business diagnostic quiz to aid future self development

## What will I get out of it?

- How to feed the sales funnel
- How use advanced questioning techniques
- How to be able to identify and respond to emotional and business drivers
- How to listen effectively
- How to understand and react to buying motives
- The importance of brand identity

## Our feedback

- “I was very impressed with the course, content and materials provided. I feel I have gained a lot from this course and it will help me to focus in my future work.”

Craig Lancum, Rightpay Limited

## Key learning outcomes

Classroom coaching will ensure the delegates will leave with:

- A plan to utilize key personal and business strengths
- A clear understanding of how and why their customers buy
- A business diagnostic quiz to aid future business development

A workbook and toolkit is included to ensure the learning continues in the workplace. ILM accredited workshop

## Follow on courses

- Calls that Count – telephone appointment making techniques
- Show what you know – one to one coaching

Workshop duration – 7 hours

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Call now to speak to a coach to discuss your requirements and course availability.