

Who should attend

Sales staff that you believe have the potential to develop into high performing sales professionals, to excel in their career, achieve outstanding results and be an asset to your organisation.

What will I learn

You will learn and develop the fundamental skills, techniques and confidence of selling that succeed in a variety of sales environments. You will understand what makes a successful sales professional and be able to demonstrate this every day in your role, in terms of exceeding sales targets and customer satisfaction.

Productivity Improvement

On completion of this programme, past participants have demonstrated increases in sales results, customer bases, productivity, commitment and motivation, along with longevity and promotion within their organisations.

Added Value

In between each workshop there will be a BLOG managed by the trainer to further reinforce the latest skills learned and to assist attendees with application back in their roles. There will also be correspondence with line managers to update on attendee's progress and provide suggestions for on-the-job-coaching.

Programme Leader

A Pro-Formance Driven Sales & Leadership Training Consultant

**For more information or
to register on this course visit:**

www.ema.co.nz/Ultimeate_Sales_Professional.html

or call Deborah Law-Carruthers on

(09) 367 0947

or email

Deborah.LawCarruthers@ema.co.nz



LEARNING

NEW for 2010

The Ultimate Sales Professional

Ten monthly workshops that provide fundamental sales techniques to create high performing sales professionals and long term success.

www.ema.co.nz/Ultimeate_Sales_Professional.html

EMPLOYERS & MANUFACTURERS ASSOCIATION. Our Vision. Your Success.

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The Ultimate Sales Professional

A stepped-learning, cadet-style approach to long term success in sales to create high performing sales professionals.

A Pro-Formance Driven sales and leadership training consultant will facilitate ten monthly workshops, manage a course BLOG (for progressing skills, case studies) and assist your organisation with line manager coaching.

This programme will provide fundamental skills, sales techniques and a confidence in selling that will succeed in a variety of sales environments. It will be workshoped in an accelerated learning format with a limited number of attendees.

2010 Programme Dates:

+ Workshop 1:	9 March
+ Workshop 2:	8 April
+ Workshop 3:	13 May
+ Workshop 4:	10 June
+ Workshop 5:	6 July
+ Workshop 6:	12 August
+ Workshop 7:	6 September
+ Workshop 8:	11 October
+ Workshop 9:	9 November
+ Workshop 10:	7 December

10 Days:	9.00am - 5.00pm
EMA Members:	\$3000.00 + GST*
Non Members:	\$3600.00 + GST*
Auckland:	1 day a month

* Costs include all materials, BLOG, additional manager coaching and refreshments.

Workshop 1: Sales Cycle and Customer Relationships

- + Objectives of the programme
- + Guest speaker - past participant
- + Sales excellence - skills and attributes
- + The attitude to excel at sales
- + Objective setting
- + Understand your sales cycle
- + Building effective customer relationships

Workshop 2: Questioning Strategies and Buying Motives

- + Sales call structure
- + Opening the call with purpose
- + Questioning strategies to identify needs
- + Understand the buying motives of different communication types
- + Active listening to hear customer's real needs
- + Creating the urgency for your solution
- + Sales scenario role-plays and exercises

Workshop 3: Solution Selling, Advancing Calls and Closing

- + Selling solutions customers want
- + Identify products and services that match customer needs
- + Communicate the solution in customer's language
- + Closing the sale
- + Gaining advances in the long terms sales process that lead to sales success
- + Role-plays and exercises

Workshop 4: Prospecting and Long Term Sales

- + Prospecting for new business
- + Cold calling
- + Qualifying
- + Sales call cycles and systems
- + The prospecting sales call
- + Advanced questioning skills
- + Planning and maintaining momentum in the long term sale

Workshop 5: Competitor Issues and Objection Handling

- + Guest speaker - "The Customer's Perspective"
- + Objection prevention
- + Objection handling techniques
- + Managing the price challenge
- + Dealing with competitor issues

Workshop 6: Presentation Skills

- + Winning sales presentations
- + Research the audience and identify their needs
- + Plan and structure the presentation in line with sales objectives
- + Present with conviction and professionalism to win the sale
- + Present to the group
 - coaching and feedback

Workshop 7: Advancing Presentation and Facilitation Skills

- + Selling and presenting to groups
- + Review presentations over last month
- + Interpersonal skills in presenting and selling
- + Managing questions, objections and interruptions
- + Present to the group - coaching and feedback

Workshop 8: Territory Management

- + Guest speaker - "From Zero to Hero"
- + Review sales objectives set in Workshop 1
- + Analyse progress and manage challenges
- + Territory management skills
- + Sales analysis and call cycles
- + Personal time management strategies

Workshop 9: Key Account Management

- + Growing sales through key accounts
- + Identify decision makers and influencers in the account
- + Understand the networks and politics within the account
- + Set objectives and strategies to move each key player
- + Influence decision criteria early in the decision process
- + Document and share the account plan with key stakeholders

Workshop 10: Business Writing Skills and Personal Leadership

- + Business writing skills for winning proposals
- + Personal leadership strategies
- + Enriching your role as a sales person
- + Mentoring other sales representatives