

THE SALES SKILLS ACADEMY 2019

*Does your business **seize every sales opportunity**?*

*Does every one of your sales team perform to the **same high standards, consistently**?*

*Has your existing sales training **delivered a worldclass performance**?*

*Do all your team possess a **positive winning attitude**?*

At **Dunedin Consultancy** we inspire sales teams to achieve their true potential. With proven strategies that **guarantee to deliver results**, we quickly provide you with a **measurable return on your investment**.

Today's consumers demand the **best product**, insist on **value for money** and expect **World Class service**; and they want it all delivered yesterday.

It should be your goal to **exceed these expectations** whilst at the same time **differentiating yourself from the competition**, enabling you to close a deal profitably.

BOOK 6 PLACES

and receive 1 free place

BENEFITS

Delegates will be able to:

- Find new levels of energy and enthusiasm
- Align their behaviours to those of their industry's 'A' players
- Become focused on delivering higher levels of customer satisfaction
- Become skills driven sales people with exceptional daily habits
- Discover tactics that increase sales, defend profits and enhance the customer experience
- Create above average results through acquired new ideas, methods and techniques

To book your workshops contact:
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OVERVIEW

We have shaped these modules to provide practical and proven solutions for today's sales challenges; arming you with the strategies to overcome real-life objections, to secure more contracts, increase average spends and deliver repeat purchases.

This is not text book theory; we will deliver a fun, engaging and inspirational learning experience based upon our extensive industry sales experience.

Our 2019 Sales Skills Academy is an inspiring and experiential 5 module programme of 1 day workshops. We challenge delegates thinking and approach to sales and support delegates to deliver exceptional results.

WHO IS IT FOR?

Our Sales Academy Modules are designed to support & develop your Front Line Sales People; those newly recruited into Customer Facing roles or indeed anyone who is looking to achieve and maintain exceptional levels of performance in a Customer facing or a Business to Business sales environment. The Sales Academy Modules are ideal also for existing staff who have not yet benefited from any structured sales training.

1. NEW - Selling Skills for Non-Sales Professional:

Whether you're new to selling or simply new to the Customer Service environment, it is critical to understand the principles of building relationships, creating a sales process, and learning to influence your clients choices to order to achieve a sale. This 1 day workshop will introduce you to new skills and enable you to be more confident in influencing other to help achieve your goals. **£199 +vat**

2. Winning Sales through a Professional Show Round:

The Show Round meeting gives your sales teams a unique opportunity to showcase your facilities, differentiate your products & services from your competitors, understand your client's expectations wants & needs and to maximise the revenue opportunity from upselling additional products & services. This is a challenge for many, but an area where our industry experience will help you to perfect your skills to deliver a truly Professional Show Round. **£199 +vat**



3. Winning Wedding Sales:

We have drawn upon the 30 year Wedding industry experience within our team when designing this module. We've also worked with operational sales teams to truly understand what is required to drive volume & value in your wedding & event sales. We have shaped this course to provide practical and proven solutions for today's sales challenges, arming you with the strategies to overcome real-life objections, secure more business and grow average spend. **£199 +vat**

4. Prospecting for New Business:

In any thriving business, it's easy and understandable that you become absorbed with the day to day operation and lose sight of where your next client or contract is coming from. In your organisation, who has the specific skillset to be looking ahead and prospecting for new clients? This is a challenge for even the most experienced of sales teams, but this 1 day workshop will arm you will the skills to build an effective sales funnel of future business. **£199 +vat**

5. Face to Face Selling Skills:

Whilst more and more commerce moves online in the digital world, in a Customer Service environment we still have the opportunity to engage with our customers on a 1:1 basis, build an emotional rapport with our clients and sell our products and services through delivering World Class service. **£199 +vat**

