



# Corporate Coach Group

Training that transforms



## Training Plan

Sales - The Power to Influence Training

## A Training Plan for Your Organisation

### What is the purpose of the training?

The purpose of the training is to initiate a process of rapid improvement, by means of achieving a shared understanding of the correct knowledge and skills that we need to employ, if we are to achieve our stated goals.

### Sales - The Power to Influence Course Summary

Sales is the art of persuading people to use your product or service, rather than your competitors. Sales are essential because, your organisation always needs more clients.

This in-house Sales training course is based upon teaching a system of six steps. Introduction, investigation of customer needs, presentation of service, validation (confidence building), confirmation (close), and gaining referral leads.

On this one-day Sales training course you will master the six steps to more sales and as a result, will become more successful.

### Learning Outcomes for the Sales - The Power to Influence Course

- Master the Successful Sales Sequence
- In your introduction to your customer, make a good first impression
- Investigate your customer's needs, before you talk about yourself
- Link your presentation to your customers' needs
- Answer any objections and move them towards a positive buying decision
- Close the sale and deliver quickly on your promises
- Ask for additional sales, add-ons, referrals and repeat business

### Customer Review

“ The course content was very relevant and adaptable to working life to enhance and improve management and in turn a strong team and higher level output. The trainer's presentation was concise, structured and well planned. Scenarios and examples helped to understand putting this into practise and how I would use this.

*Rachel Fox  
Centreplate UK Ltd*

## Sales - The Power to Influence Training Course Overview

The morning is centred around the six-step sales process.

We learn the six-step method: Introduction, investigation of customer needs, presentation of service, validation, confirmation (close) and gaining referral leads.

Introduction is finding and making first contact with the potential buyer.

Investigation of customer needs is discovering how your service may be of benefit to the buyer.

Presentation is how best to communicate your product or service in a way that is most appealing to your buyer.

Validation is the art of removing fear from the mind of your buyer and replacing it with confidence.

Confirmation (close) is gaining commitment from your buyer to either buy or move to the next stage of their acquisition process.

Gain referral leads, is asking satisfied customers for leads to others they know, who might benefit from your service. The aim is for each customer to supply you with two more.

The afternoon is centred around gaining associated communication and people skills.

We explore the associated communication and people skills that allow you to apply the six steps listed above.

These skills relate to words (the use and misuse of language), voice tones, body language, appearance, attitudes and habits. Our aim is to eliminate any bad habits that would hinder the sale, and to replace them with professional skills that will facilitate the buyer saying "Yes".

### Customer Review

“ I found the course to be extremely detailed and we were able to cover a lot in a very short space of time without being overwhelmed due to the well-structured course. I enjoyed the role plays and learning about all of the different models - very informative! Well structured, easy to follow and very interesting! Lots of different techniques for learning which kept it stimulating. 100/100

*Nicole Peters  
The Heart of England Forest*

## Sales - The Power to Influence Training Course Details

Morning Session

### Sales Training Skills

Sales are essential because every organisation needs more clients.

Sales skills are not innate talents. They are the combination of good theory and good practice.

### What is the six-step sales process?

All successful sales follow a definite pattern of six steps:

1. Introduction.
2. Analysis of customer needs.
3. Presentation of your service
4. Validation.
5. Confirmation.
6. Gain referral leads.

### Introduction

Making first contact and gaining their attention.

### How to find your sales prospects

What will be your hook message? In the first 30 seconds of your message, you need to give the potential client, sufficient reason to for them to agree to give you more of their time.

In order to do that, you need to give them a single line message that crystallises how your service could be of value to them, and one that finishes with a question that confirms that your prospect is the right person to speak to and is willing to speak to you.

## Sales analysis questions

Our aim at this stage of the sales process, is to discover whether our potential client can benefit from our service.

Our mission in life is to make peoples' lives better by closing the gap between what they have now, and what they want.

Analysis is therefore about finding out, what they want for themselves in the future and what they have now.

This section is based upon the art of asking discovery questions.

## Sales Presentation

Our service is our way to help our prospects, bridge the gap between what they have and what they want. In the Sales Presentation we explain exactly how our service will bridge that gap. We talk about most appealing solution to your clients' problems.

This is the art of persuasion.

## Sales Validation

Remember that every buyer is afraid that they may be making a mistake. So, we now must purposefully eliminate their doubts and replace them with good reasons to be confident in our organisation and its services.

Confidence creates sales.

We will show you how to build confidence.

## Sales Confirmation: Close the sale

This is when we gain their commitment to either buying our service, or in more complex sales scenarios, they agree to take the next step in their acquisition process. This is closing the sale, and which only occurs if you have done the previous steps correctly.

## Gain referrals Leads

Every customer has the potential to give you new leads to fresh prospects. A referred lead is more likely to be interested since the satisfied client puts their recommendation behind your presentation. Aim to gain at least two referrals from each customer.

We will show you how to make your customers your best salespeople.

## Afternoon Session

### What are sales communication skills?

There are five elements to communication that we need to discuss:  
Words (language), voice tones, body language, habits, and attitudes.

### The use and abuse of words in sales

Words are the tools of our trade.

Everyone has speech habits (ways we habitually talk and write), but not all speech habits are good. Some salespeople have dreadful speech habits which destroy their chances of making the sale. We will analyse which speech habits not to use, and which we should always use.

### Voice tones are the musical elements of speech

They include elements such as volume, pitch, pace, and variability. Voice tones affect your sales. We will learn how to use our voice to best advantage.

### What is good body language for salespeople?

Body language is the visual component of your communication. How you appear. Body language includes, dress code, grooming, facial expression, posture, touch, handshake, eye contact, orientation, proximity, accessories.

Each one of these points is worthy of your attention.

### What are good sales habits?

We all have bad habits. Some of these bad habits may be damaging our chances of making the sale. We need to eliminate bad habits, such as being late, complaining, or making too many jokes. We need to replace them with their opposites: being punctual, not complaining, and not being too frivolous. Most people will not buy from clowns.

### How does attitude affect sales?

We finish on an important point. That the attitude of the salesperson has a profound effect on the whole process. What is the correct attitude for the professional salesperson?

Their attitude should be: "My purpose is to make your life better, by means of our products and services. If I can do anything to help you, I will".

If you approach your clients with these attitudes, they will respond in positive ways.

### How can we put this sales knowledge into practice?

You review your notes and make a commitment to improve your sales, by taking the steps you have been taught.

### Customer Review

“ The course content has give me a better insight into the way I would like to be perceived as both a colleague and a manager. The trainer, Chris, came highly recommended and I hope to act on everything he has taught me over the coming weeks, months and years. Thank you.

*Ben Jones  
IBS Schools (WCC)*

## Training Costs / Investment

### Bespoke In-House or Live-Online Course

£2,150 + VAT per training day, (8 – 16 delegates)

Plus, travel and hotel accommodation for trainer if needed (Premier Inn type)

*International Price Varies*

In-House training has been designed to provide a similar experience to our open courses, however we can tailor the content to fit your specific needs.

We are able to train in your timezone.

### All our training includes:

- A full day of quality training, delivered by an experienced trainer
- Total of 6 CPD training hours (usually 9am - 4.30pm), plus an additional 2-3 via post-course online independent learning
- Full course training workbooks
- Training certificate
- Access to additional free training material after the course via our post-course portal
- 3 months free telephone coaching: Whilst you are implementing what you have learned, if you need to, you can contact us for support and guidance

### We suggest the following plan of action:

Please send to us:

1. Any amendments or changes you wish to make to the programme.
2. Your thoughts.
3. The next step you would like us to take.

Thank you.

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## Customer Reviews

“ Course content was comprehensive, interactive, stimulating with individual and group learning. The trainer’s presentation was clear, well organised, well communicated, instructive, relevant and useful.

*Phil Davies  
Impact Housing*

“ The course content was all very relevant and applicable to a new manager such as myself. Answered all questions I had. The trainer’s presentation was well presented, verbally, on screen and flip chart; good mix. Lots of personal experience.

*Geoff Hawkesworth  
Thorlux Lighting*

“ Course content was fantastic! So much valuable and usable information. Best course I’ve been on in five years. Will revisit monthly until it sticks and is applied. Trainer’s presentation: Delivered with energy and belief. Was inspiring. Trained in a way to aid remembering key point eg models. Liked the idea of summary page of key points at the back of book.

*Matt Kingswood  
ASDA*

“ I found this course useful in summarising key elements of leadership and management qualities, together with using real life situations to demonstrate how to implement those elements. The structure formulae to set goals, deal with problems, create success were also beneficial. The trainer was clear, friendly, succinct and informative.

*Rayna Chauhan  
Camm-Hooper*