



## Professional Selling Skills Development Programme

**An integrated programme with three levels specifically designed for the scientific, healthcare and technology industries**

This programme will provide delegates with a thorough grounding in the skills and techniques required to become a successful and professional sales executive. The employer will benefit from increased profitability, more accurate forecasting, satisfied customers and greater confidence among staff. The integrated approach allows three levels of entry, according to the experience and needs of the individual delegates. This means the Pivotal approach can be applied to teams at different stages of development.

The learning experience is highly interactive and places strong emphasis on practical outcomes that will have a real impact in the workplace.

### **Level 1 — Consultative Selling Skills**

A two-day course which can be taken on 2 consecutive days OR with a period of 4 weeks field implementation between the two days. The programme provides delegates with the fundamental skills necessary to:

- Generate new business
- Open, lead and control the face to face discussion
- Identify the customer's requirements and influence their purchasing criteria
- Handle all common objections and focus the customer on value, not price
- Gain commitment to advance the sale at all stages
- Manage their time and territory to optimum effect
- Use the telephone effectively in order to get the appointment

#### **Who should attend?**

- ✓ Newly recruited sales professionals
- ✓ Sales executives with more experience but no formal training
- ✓ In-house sales executives
- ✓ Staff looking to advance their career into a selling role

**Course dates:** *refer to website*

**Price:** *£700 + VAT*

## Level 2 — Advanced Selling Skills

A two-day programme held on consecutive days approximately 3 – 6 months after the completion of Level 1. The agenda focuses on:

- Managing the decision making unit involved in complex sales
- Overcoming the inertia of long sales cycles
- Selling financial solutions to higher level decision makers
- Fundamentals of negotiation to eliminate discounting
- Effective use of the sales process and pipeline
- Improving forecasting accuracy

### Who should attend?

- ✓ Sales Executives who have attended Level 1 and successfully applied the key learning points.
- ✓ Sales Executives with over two years experience and who can demonstrate competence at Level 1.
- ✓ Experienced Sales Professionals (including managers) who are actively seeking a fresh approach and new ideas.

**Course dates:** *refer to website*

**Price:** *£850 + VAT*

## Level 3 — Strategic Account Development

A two-day programme held on consecutive days approximately 6 - 12 months after the completion of Level 2. The agenda focuses on:

- Developing and implementing a regional business plan
- Strategic account development
- Becoming a leader of the regional team
- Advanced level negotiations
- Fundamentals of business finance
- Personal development plans

### Who should attend?

- ✓ Senior level Sales Professionals who can demonstrate competence to the standard of Level 2 and who seek further personal development
- ✓ Those deemed by their sales manager to be a star performer of the future
- ✓ All Account Managers
- ✓ Aspiring Sales Managers
- ✓ Recently appointed Sales Managers with little formal training in strategic planning and business development.

**Course dates:** *refer to website*

**Price:** *£950 + VAT*

# How to tell which course is right for you...

## LEVEL ONE OR LEVEL TWO? — Does the sales person routinely do the following:

- Plan each customer visit with a written objective, key questions to ask, likely objections, etc? ✓
- Control the discussion by clearly laying out the agenda at the start of each meeting? ✓
- Help the customer to identify his needs / problems and establish the actual purchasing criteria by asking a balance of open and closed questions in a conversational manner? ✓
- Recommend a solution by matching and proving the benefits of your company and its products to the specific issues raised by the customer? ✓
- Summarise the key issues, check for concerns, and gain genuine commitment to advance the sale? ✓
- Have a process for overcoming objections and use the opportunity to close for commitment? ✓
- Have a written territory and diary plan in order to maximise effectiveness? ✓
- Understand the role of the purchaser and involve him/her routinely? ✓
- Have a method of self assessment in order to maintain high standards of performance? ✓
- Know how to use all the sales tools available to them (including CRM software) to good effect? ✓
- Take responsibility for generating their own leads and are they effective at making appointments by phone? ✓
- Consistently evaluate and prioritise the customers they sell to and the opportunities they chase? ✓

## LEVEL TWO OR LEVEL THREE? — Does the sales person routinely do the following:

- Forecast accurately in line with the demands of the business, through effective management of all their sales opportunities using the model of the sales funnel / pipeline? ✓
- Minimise discounts by managing the price conversation throughout the sales process, and by trading (not just giving) in any negotiation? ✓
- Attempt to meet with and understand all the key players in the sale – users / gate-keepers/ ultimate cash authority / purchasing agent - in order to help the customer truly understand the implications of his problem and how the solutions can help him? ✓
- Conduct a commercial conversation with high level customer contacts based on ROI and impact on the organisation? ✓
- Minimise time-consuming product evaluations or demonstrations, and when undertaken, ensure that they are effective? ✓
- Take time to understand the purchasing decision making process of the customers they sell to? ✓
- Understand and know how to adapt their own behaviour according to the personality type of the key members of the decision making unit? ✓
- Identify all the important information (commercial, organisational, competitor), as well as the usual technical requirements, in order to generate an appropriate plan for success? ✓
- Present effectively to groups ✓
- Prepare a comprehensive proposal containing something for all influencers, instead of just issuing a simple price quotation? ✓

**... if you score below 75% then we recommend  
you start at the lower level of the two alternatives**



## *Your Trainers*

Your Pivotal trainers, led by Steve Cole, have over 20 years experience of managing sales teams and running a business at board level. Their international experience covers Europe, North America, the Far East and the Middle East.

They specialise in implementing sales training and management development programmes in the scientific, healthcare and technology markets.

Their approach is challenging yet enjoyable. The focus is on processes as well as skills in order to provide a lasting return on the training investment.

## *The Pivotal difference*

- ✓ Structured training solutions based on your specific objectives
- ✓ Knowledgeable trainers with experience of your industry
  - ✓ Interactive and challenging learning
    - ✓ Practical outcomes
  - ✓ Ongoing mentoring support for all delegates
  - ✓ One to one coaching meeting with manager
- ✓ Modules offered in different learning formats
- ✓ Option for integrated psychometric profiling

### **Pricing packages**

**Professional Selling Skills- Levels 1 & 2     £1,350 + VAT**

**Professional Selling Skills- Levels 2 & 3     £1,600 + VAT**

**Professional Selling Skills- Levels 1, 2 & 3     £2,200 + VAT**  
*(includes FREE half day management coaching session worth £500)*

For further information, or to reserve your place on one of these important workshops, contact us now.

*Fees includes all course materials and refreshments*

*Courses are non-residential  
Venues: Oxford, Cambridge  
or Birmingham*