



Accredited By



Essential Sales Management





Overview

Essential Sales Management is a twelve month programme, recognised by the Institute of Sales Management, aiming to support talented individuals in successfully managing a portfolio of customers. It teaches sales strategies to increase sales growth along with brand awareness in a competitive market. For those who have had limited sales training but want to grow their portfolio, this programme also provides a sales toolkit.

This course is ideal for those who have been identified as the sales executives of the future, who require the foundation of sales management techniques, skills and knowledge to be successful.

Workshops include

- Induction
- Selling and Me
- Deliverable Results
- Ultimate Sales
- Profitable Portfolio Results Presentation

Benefits of attending

Each workshop uses 'best practice for getting sales results' and builds on the delegates knowledge, whilst giving them a set of transferrable management skills utilising proven techniques.



The eleven-day programme is delivered over three workshops launched by a one day induction, with a final one day 'Business Improvement – Profitable Portfolio' presentation at the end. **The maximum number of delegates per group is 8.**

All programmes are delivered in a highly engaging and inspirational manner. They are definitely not 'death by PowerPoint' experiences.

Programme Contents Include

- Understand the company sales strategy
- Sales competencies checklist
- Questioning and qualifying skills
- Professional sales behaviours
- Winning sales presentation
- Customer relationship management
- Building value using the 4 C's
- Marketing campaigns
- Territory management planning
- Networking internally and externally
- Features, advantages, benefits – with accessories
- Customer and competitor analysis
- KPI's sales targets for results
- Media profile sales and selling
- Referral every time
- Proactive telephone appointments
- Turning customer objections into sales

- Planning and preparation for customer facing visits
- Live prospecting
- Increasing margin by positioning Add-ons
- Negotiation skills to maximise margins
- S.W.O.T with a So Wot
- SMARTer not harder
- Project management principles
- Style of relating to others
- If I only had time
- Peer to peer feedback I'd buy from you
- Selling organisation approach
- Customer event with panache
- Stress in sales - how to find the right balance



**Deliverable
Sales Workshop**
(3 days)



**Ultimate Sales
Workshop**
(3 days)



**Project 2 Final
ISM Presentation**

4-12 MONTHS



Check in
Reviews



Check in
Reviews



Check in
Reviews



Award
(1 day)

Academic Accreditation

- Based on your final 'Business Improvement' presentation, Executive ISM status (EISM) will be awarded, including one year's membership

Programme measurement of success

- Commercial results
- Life Long Business Skills
- 70/20/10 approach for development sustainability
- Kirkpatrick Evaluation Levels: Results/Behaviour/ Learning/Reaction
- Business improvement project
- SMART development action plan

Talent Development:

- As part of the programme, delegates receive a dedicate Talent Development Coach and Mentor who undertakes reviews, feedback reports, telephone calls and co-ordinating of a 360 sales curriculum review

Additional modules upon request

- All programmes can be tailored to incorporate company strategy, policy and procedures
- In the field 1-2-1 coaching
- Sales Team Management, 'Uncover the Leader in You'



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Builders Merchants Federation Limited

1180 Elliott Court, Coventry Business Park,
Herald Avenue, Coventry CV5 6UB

Tel: 02476 854980

Email: info@bmf.org.uk

www.bmf.org.uk