

## Smarter Sales Training for Small & Medium-Sized Enterprises

### Sales, Marketing & Networking - Skills, Tools & Confidence Workshop *Improving marketing effectiveness and sales success through effective 'rainmaker' strategies*

**Duration:** One Day

#### Workshop Objective

To help improve participants business development skills, tools and confidence, in order to win and retain more long term business that is underpinned by strong and stable business relationships.

#### Workshop Description

The one day workshop is designed as an interactive workshop which includes 'role play' to help focus participants' needs to improve sales, marketing and networking skills, gravitas and credibility, in order to develop more successful client facing experiences.

#### What will you gain from the workshop?

- Understanding of how relationships are critical to business success.
- Tool to create a marketing plan.
- Advice on pricing strategies and the role they play.
- Knowledge of how and why prospecting is so important to business success.
- Practical experience of business development in a safe yet challenging environment.
- Understanding the importance of networking and sharing that with like-minded professionals.

#### Course Content (Part 2) One Day

##### Introductions

- 1) Relationship Management: Organisations need to maintain good relationships with their customers. Client facing individuals therefore, must spend more time managing relationships than other individuals.
- 2) Developing a Marketing Plan: In order to continue to thrive, companies must acquire and keep customers. As a result, sales and marketing has become an area of increasing focus for companies of all sizes. Creating an effective marketing plan is crucial to business success.
- 3) Pricing Strategies: Which strategy is right for a business? Whether to adopt the value-added or the low-cost approach, a well thought-out strategy will generate far better results than a knee-jerk response to competitive pressures or changing conditions in the marketplace.
- 4) Prospecting: Prospecting can be a difficult and, for many people, daunting task. The simple fact is not all sales people like doing it either. But top sales professionals recognise that it plays a pivotal role in their success.
- 5) Advanced Business Development: There are salespeople all over the world who have all the earmarks of greatness, yet lack that 'magical' ability to do the one, most important thing - the thing that completes the sales process - "Closing". Business development is about developing opportunities through three distinct phases: Positioning . . . Persuasion . . . and . . . Closing.
- 6) Business Opportunity Networking: It is critical to raise confidence and appreciate the importance of how networking needs to be part of an overall sales and marketing strategy.

##### Summary & Close

**Recommended Reading:** "How to Become a Rainmaker" by Jeffrey J. Fox

**Fees:** £3,150 (plus VAT and agreed expenses) to include: preparation, delivery and, all workshop materials & handouts, for between two to eight participants.

180 PICCADILLY • LONDON • W1J 9HF  
Tel: +44 (0) 20 7917 2776 • Fax: +44 (0) 20 7439 0262  
Email: [info@smarter.co.uk](mailto:info@smarter.co.uk) • Web: <http://www.smarter.co.uk>