

Smarter Limited

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: 2 Hours

Workshop Objective

To help improve participants' sales & marketing understanding, in order to help win and retain more long term business.

Workshop Description

The 2 hour workshop is designed as an introduction to sales & marketing and the key elements for marketing effectiveness and sales success.

What will you gain from the workshop?

- Greater understanding in the use of sales & marketing.
- Tool to help create a marketing plan.
- Experience and coaching to help get you message across.
- Rehearsing experience for a real-life client situation.
- Experience and insight needed to develop successful client facing situations.
- Learning and networking with like-minded professionals in a safe yet challenging environment.

Course Content (Part 1) 2 Hours

Introductions

- 1) An Introduction to Sales and Marketing: A solid sales and marketing strategy can be the lifeblood of a company, but it's important to recognise that no one can understand a business and its obstacles better than the owner. This is why it is imperative to understand the basic principles of sales and marketing and its application to a business.
- 2) 5W1H: This simple tool provides an invaluable exercise to help create a sales and marketing plan.
- 3) Creating an Elevator Pitch: One of the most important things a business person can do - especially an owner - is learn how to speak about their business to others. Being able to sum up unique aspects of a service or product in a way that excites others must be a fundamental skill.
- 4) An introduction to Business Development: To succeed in sales today, you must "make it rain". But rainmakers are not born - they are made; and every company can improve their sales effectiveness and sales success; through effective 'rainmaker' strategies and the application of "**best practice sales concepts**".

Summary & Close

Recommended Reading: "McCormack on Selling" by Mark H. McCormack

Fees: £900 (plus VAT and agreed expenses) to include: preparation, delivery and, all workshop materials & handouts, for for between two to eight participants.

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