



Alistair Powell has a very interactive and pragmatic approach to training which makes his workshops a very enjoyable way to learn new skills. He draws on over 25 years of sales experience across a wide range of clients. Alistair works with many local and national businesses helping them improve their sales and profitability.

Sales Booster

Three sessions over 3 weeks costing £160

Session 1 - Wednesday 23rd May 6:30 - 8:45pm

Break the rules and sell more

Frustrated by customers who seem keen one minute but gone the next? Annoyed that you are preparing quotes that never seem to close? In this workshop we will discuss current sales issues that we face today and discover a different way to solve them.

Attendees will learn how to:

- Establish trust with potential clients
- Understand how to adapt to different styles of people
- Be genuine, not pushy, in the sales situation
- Differentiate your company
- Win more sales

Session 2 - Wednesday 30th May 6:30 - 8:45pm

Prospecting for Gold!

80% of all new sales take at least five contacts, however only 10% of people make more than 3 contacts on a regular basis. Is your prospecting reactive, waiting for leads to miraculously appear from your website or advertising, or do you proactively prospect? This session will explain what it takes to prospect effectively, and to make it a regular behaviour in your business.

Attendees will:

- Know how to make cold calls in an acceptable business way
- Develop an effective 30 second commercial
- Understand how to prospect
- Know how much to prospect
- Know when to prospect
- Know where to prospect and find the gold!

Session 3 - Wednesday 6th June 6:30 - 8:45pm

Negotiating the best deal for you

The workshop identifies some of the skills and techniques required to successfully negotiate and win more sales and build the skills required to develop confidence in sales negotiations.

Attendees will:

- Learn how to avoid selling based on price
- Discover some of the techniques used by buyers to obtain the best deal, and how to manage these situations
- Avoid giving away margin
- Prepare for negotiations
- Avoid the deadly sins of negotiating

To book your place:

Please contact Deborah Seymour:

Phone 01458 844457 email dseymour@strode-college.ac.uk

Or

Complete your name and contact details below and hand into Strode College reception:

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