



# Acumen Sales Training

SHARPENING SKILLS • SAVING TIME

## SALES MASTERCLASS PART 1 & 2 PROSPECTUS

### OVERVIEW

To develop Salespeople from good to great is an ongoing commitment. This workshop is designed as the next step after the Introduction to Sales Workshop. Each module is in depth with full delegate interaction and problem handling modules. This course is endorsed by the Institute of Leadership Management (ILM) and is designed and delivered as an interactive workshop. Our Aim is to furnish your people with the tools to attack and exceed their on target performance and with the knowledge and understanding to further self develop.

### WHO IS IT FOR

- ⌚ Anyone who has completed the Introduction to Sales Workshop
- ⌚ If you want to refresh your sales skills.
- ⌚ If you want to reach a win win situation
- ⌚ To improve your results
- ⌚ To increase your drive and enthusiasm

### OUTCOME – YOU WILL KNOW

- ⌚ How to complete an effective need find – Part 1.
- ⌚ How to offer sales solutions – Part 1.
- ⌚ How to tell related sales stories – Part 1.
- ⌚ How to influence and change attitude and beliefs – Part 1.
- ⌚ How to recommend using ROI and justification – Part 2
- ⌚ How to negotiate a win situation – Part 2.
- ⌚ How to identify and handle types of objections – Part 2.
- ⌚ How to test intent and close – Part 2.

### WORKSHOP OUTLINE – 1 DAY

Our Out Bound Workshops are held in modern conferencing facilities. Your trainer is there to coach you in learning and practice modules. All training is interactive and full support is provided during and post workshop. Stationary and learning materials are included:

Workbook  
CD Collateral  
ILM Development Certificate  
Lunch and refreshments  
On-line support and newsletter

For further details call:

Coral Horn – Client Consultant

Tel: 01253 399500 Mobile: 07870 394970

Email: [coral.horn@acumensalestraining.co.uk](mailto:coral.horn@acumensalestraining.co.uk)

[www.acumensalestraining.co.uk](http://www.acumensalestraining.co.uk)

