

Why Buy?

High spots

- See yourself in action as your customers see you
- Receive valuable feedback from other sales professionals
- Understand the concept of Interpersonal Style and why customers behave differently – how best to communicate with each type of customer to build rapport with them

“A very useful and enjoyable course”

“Very engaging and challenging, saying in plain English what the customer is quietly thinking but never tells you”

“Refresher on sales basics was valuable. Role play and questioning most valuable for future development”

To book or find out more:

t: 0845 072 0144

e: info@tack.co.uk



Developing People > Advancing Business

PRO-PAYBACK Selling[®] in Action

Turn your knowledge into real selling power with this practical skills development workshop

Duration: 2 days Fee: £900 + VAT

Business and personal benefit

In such a competitive world you need every possible 'professional touch' to win business consistently. TACK's PRO-PAYBACK[®] sales process provides this. This interactive, role-play based workshop will develop the highest level of face to face selling skills through one-to-one coaching. The small group size will give you lots of opportunity to increase your confidence through practice and feedback including recordings which you can take away on DVD.

Target audience

This course will benefit salespeople who have completed the PRO-PAYBACK Selling[®] course (formerly known as TACK's Sales Training Course). It will develop and extend your existing skills and add a new dimension to your selling.

Objectives

You will leave the course:

- Confidently applying the PRO-PAYBACK[®] process in every sales conversation
- Understanding the different personality types you sell to and how to adapt your approach to each type of customer
- With a clear and effective strategy for writing e-mail 'follow ups'
- With a practical Personal Action Plan for continuing development as a sales professional

Before, during & after your programme

You'll receive support at every stage to maximise your investment and bring your learning to life:

- Pre and de-brief calls to establish goals and assess progress
- One to one input from your TACK consultant as group sizes are limited for maximum personal benefit
- All TACK programmes are interactive in style. We believe in 'learning by doing' to ensure your learning experience is 100% relevant to 'real life' situations
- Comprehensive materials including workbook and Personal Action Plan
- TACK Tips – SMS messages designed to inspire, motivate and reinforce key learning points!

Module	Learning points	Outcomes After this module you will...
PRO-PAYBACK Selling®	<ul style="list-style-type: none"> - Sales knowledge test - Revision of PRO-PAYBACK® process 	<ul style="list-style-type: none"> - Understand and apply all the steps of PRO-PAYBACK®
Sales Maze interactive project	<ul style="list-style-type: none"> - PRO-PAYBACK® in action - Correct actions for all stages of the sales process - Reacting correctly to customer behaviours 	<ul style="list-style-type: none"> - Optimise your efficiency in the sales process - Increase the number of 'sales cycles' you can manage
Skills practice session 1	<ul style="list-style-type: none"> - Applying the theory in a simulated sales situation - Receiving feedback and watching a DVD - Understanding the customer's viewpoint 	<ul style="list-style-type: none"> - Feel confident in all sales situations - Handle all customer contacts very professionally
Interpersonal Styles	<ul style="list-style-type: none"> - The four different Interpersonal Styles - The characteristics of each style - Blending your own Interpersonal Style with different types of customers 	<ul style="list-style-type: none"> - Understand why different customers behave differently - Understand your own Interpersonal Style - Adapt your own behaviour to suit different customers

Module	Learning points	Outcomes After this module you will...
Writing effective e-mails to customers	<ul style="list-style-type: none"> - The components of an effective e-mail - Winning attention and building interest - How to achieve action from e-mails 	<ul style="list-style-type: none"> - Get your e-mails read and replied to - Differentiate yourself from your competitors - Use e-mail to build rapport and relationships
Skills practice session 2	<ul style="list-style-type: none"> - Build on your first skill practice and making visible progress - Receiving feedback and coaching - Watch yourself in action on a DVD 	<ul style="list-style-type: none"> - Conduct sales meetings very professionally - Build great rapport with your customers - Be perceived as a true sales professional by your customers
Personal Action Plans	<ul style="list-style-type: none"> - Identify your own key development points - Plan for improved personal effectiveness 	<ul style="list-style-type: none"> - Use your individual Personal Action Plan to develop your skills - Develop all round sales professionalism

Why Buy?

Why open programmes?

With courses ranging from 1-3 days and running regularly across the UK, TACK's open programmes give you access to training and development at a time and place that's convenient to you:

- As well as networking opportunities you'll gain a different perspective from other delegates, their companies, sectors and experiences
- You can be more open and self-critical amongst strangers
- The right programme can be selected to address individual development needs
- Training one or two people at a time spreads your investment
- Departmental work schedules are less likely to be disrupted
- TACK handles all the administration

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PRO-PAYBACK Selling[®] in Action

Supporting your career development

Whatever route you take in your sales career, we're on hand to provide support and access to a programme that is specific to your needs.

To support your broader management, leadership and personal development needs, please contact us for more information on our complete range of open programmes.

Leadership	Strategic Sales Management Field Sales Management 2 Field Sales Management	
Developing roles	Managing Channel Partners Marketing Essentials Key Account Management	
Developing skills	Financial Understanding for Sales Professionals Solution Selling Negotiating Skills Presentation Skills	
Foundation	PRO-PAYBACK Selling [®] in Action	
	PRO-PAYBACK Selling [®]	PRO-PAYBACK Selling [®] Blended
	Professional Telephone Selling	
Introducing sales	Appointment Making	Sales for Non-Salespeople

The TACK difference

- Accredited Centre for sales and sales management qualifications from The Institute of Sales & Marketing Management
- Winner of the Sales Trainer of the Year at the British Excellence in Sales and Marketing awards in 2008
- The only training company to have won two National Training Awards for sales training
- First training company to achieve ISO 9001 Quality Assurance, continuously maintained since 1992
- First training company to achieve Investors in People accreditation, maintained continuously since 1991
- Leadership & management programmes endorsed by The Institute of Leadership and Management
- Training designed and delivered in 45 countries and 25 languages

