

Why Buy?

High spots

- Learning to see everything from your customers' viewpoint
- Understanding how different words, phrases and 'body language' can create customer rapport and enthusiasm
- Appreciating and understanding how much you can help your company's sales even though you are not in the sales department

"Great tutor with clear explanations - willing to discuss everything"

"Very useful, learnt a lot!"

"Excellent. It was very useful to have a small group and a tailored course."

To book or find out more:

t: 0845 072 0144

e: info@tack.co.uk



Developing People > Advancing Business

Sales for Non-Salespeople

Create a winning customer experience with every customer contact

Duration: 1 day Fee: £445 + VAT

Business and personal benefit

All customer facing employees shape the experience and impression your customers have of your organisation and while providing top quality customer service they are in a unique position to identify sales opportunities and generate customer enthusiasm. This practical workshop is designed to provide your people with the knowledge, skills and behaviours they need to make a positive impact on sales and to understand the vital role they play in the customer's experience.

Target audience

Anyone whose role involves meeting or speaking to customers – for example support or service staff, maintenance staff or administrators. (Please note this is not a course for people whose primary role is selling – the TACK courses *Professional Telephone Selling* and *PRO-PAYBACK® Selling* are designed for them).

Objectives

You will leave the course able to:

- Establish your customer's needs and match your products/services to them
- Gain and hold your customer's attention
- Discuss commercial opportunities with customers
- Ask open questions and engage in active listening, summarise discussions and take effective notes
- Deal with customer resistance and motivate customers
- Finish each discussion positively and keep the right people informed of sales opportunities

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

Module	Learning points	Outcomes After this module you will...
Moments of opportunity	<ul style="list-style-type: none"> - The 'moments' in your business - The potential of each customer interface - The role of all customer contact staff 	<ul style="list-style-type: none"> - Recognise each moment of opportunity that comes your way and make best use of it
Effective communication with customers	<ul style="list-style-type: none"> - Using positive words - Tone of voice and its impact - Body language 	<ul style="list-style-type: none"> - Speak to customers in a way that creates rapport - Create impact and empathy - Make and maintain a positive impression
Gaining customer attention	<ul style="list-style-type: none"> - Ways to focus the customer's mind on sales opportunities - The advantages and disadvantages of the different techniques 	<ul style="list-style-type: none"> - Apply 'attention getters' to create customer interest - Choose the most appropriate technique in each situation

Module	Learning points	Outcomes After this module you will...
Investigating needs	<ul style="list-style-type: none"> - Different types of questions - The effects of certain questions - Conversational fact-finding 	<ul style="list-style-type: none"> - Identify customer needs and opportunities - Raise customer awareness and interest - Feedback information to colleagues in your company
Motivating customers to take action	<ul style="list-style-type: none"> - Rational and emotional motivators - Linking needs to benefits - Communicating ideas and proposals with 'YOU Appeal'[®] 	<ul style="list-style-type: none"> - Achieve enthusiastic responses to your suggestions - Create clear reasons in the customer's mind for doing further business with you
Effective customer follow up	<ul style="list-style-type: none"> - Summarising key information - Communicating the right facts at the right time to the right people 	<ul style="list-style-type: none"> - Maximise every opportunity with the customers you deal with - Work successfully with sales colleagues and build team spirit

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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Sales for Non-Salespeople

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

