

# How to Sell High Value Services

ONE-DAY IN-HOUSE WORKSHOP

<p><b>Introduction</b></p>	<p>This can be run as a standalone workshop to refresh win work skills or as part of an integrated approach to revitalising your win work processes.</p> <p>This workshop focuses on consultative selling, which encourages client centric listening skills to probe, identify and distil client needs, objectives and priorities. These are crucial behaviours when positioning value propositions in addition to simply providing a low price submission.</p> <p>The workshop will introduce delegates to subtle sales and negotiation techniques. It will allow delegates time to practice these techniques, including what to do and say at the first meeting, breaking the ice and probing potential clients. It will also suggest how best delegates can communicate with potential clients over the telephone from a cold call (using a typical scenario that they may face in the future) to help them demonstrate Q&amp;A capability and obtain commitment to have face-to-face meetings.</p> <p>Delegates discover these techniques and develop their own personal skills through task orientated role-play sessions. Using the check lists and prompts provided will help embed consultative selling behaviours in future real life sales meeting situations.</p>	
<p><b>Objectives</b></p>	<p>Upon completion of this workshop delegates will:</p> <ul style="list-style-type: none"> <li>• Understand the main aims of business development and the steps needed to convert opportunities</li> <li>• Know how to establish professional credibility at initial meetings</li> <li>• Appreciate how to “sell” professional services</li> <li>• Appreciate the key steps for successful sales calls</li> <li>• Understand the importance of body language and rapport building</li> </ul>	<p>Develop skills related to the following competencies:</p> <ul style="list-style-type: none"> <li>• Commercial Awareness</li> <li>• Creative Thinking</li> <li>• Client Focus</li> <li>• Empathy</li> <li>• Team Working</li> <li>• Communication</li> </ul>
<p><b>Suitability</b></p>	<p>This workshop is designed for leadership roles including directors, senior managers as well as personnel who have a role in developing new business and who engage with client team decision makers or who may attend meetings with new and existing clients where future opportunities may be discussed.</p>	
<p><b>Content</b></p>	<ul style="list-style-type: none"> <li>• The process of converting new business</li> <li>• Creating awareness</li> <li>• Qualification of prospects</li> <li>• Intelligence gathering on potential clients</li> <li>• Developing a call plan</li> <li>• Telephoning prospects to make an appointment</li> <li>• The call</li> <li>• Signing off and action after the call</li> </ul>	<ul style="list-style-type: none"> <li>• Planning and research</li> <li>• Body language and rapport building</li> <li>• First contact self presentation</li> <li>• First meeting discussions</li> <li>• Understanding client needs</li> <li>• Managing effective sales meetings</li> <li>• Questioning and listening</li> <li>• Agreeing actions for implementation</li> </ul>
<p><b>Location</b> In-house at your venue    <b>Duration</b> One-day    <b>CPD</b> 7 hours  <b>Cost for maximum 16 delegates</b> £2250.00 (plus vat and travel costs)</p>		
<p><b>Testimonials from past delegates</b></p>	<p><i>‘This course made me completely re-look at the way I contact and meet clients, in addition and most importantly, look at clients deeper beyond just detail’</i></p> <p><i>‘Showed what I was doing well and badly and provided a structure with which to work’</i></p> <p><i>‘Excellent pace and content with good all round participation’</i></p> <p><i>‘Highlighted key areas to improve myself to develop my role in winning work’</i></p> <p><i>‘Very valuable, thought-provoking - need to review and improve pre-tender preparation with clients’</i></p> <p><i>‘Very educational - learnt a lot’</i></p>	



Business development solutions that win more work

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