

# Accelerator

## Sales Masterclass 2014

# kaizen

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### Introduction

The Accelerator Sales Masterclass has been designed with the more experienced sales professional in mind. Using the basic principles of selling, coupled with some of the most recent sales trends, this Masterclass will challenge the participants to think differently and take that step ahead of the sales pack.

Developed and presented by David Esler, who has a long history within the building and construction sector in both sales and senior management, this course is presented over a one day intensive session.

Throughout this course participants will undertake workbook and personal business fitness activities as well as be provided with practical sales tools for use back in the workplace environment.

### Prior to the Training Day:

#### Professional Sales Profile Assessment

Prior to the Masterclass, participants will complete a Professional Sales Profile Assessment which will form the basis of their individual growth and development throughout the training:

- ✓ 90 minutes comprehensive sales profile assessment detailing individual personality and sales traits.
- ✓ Individual reports on the participants profile including thinking style, behavioural traits, personal interests and 7 critical sales behaviours.
- ✓ Explanation, discussion and personal challenges on the way participants approach selling, their customers and market profiling in general.
- ✓ Comprehensive management consideration coaching guide will be provided to each participant's direct supervisor for ongoing sales mentoring, development and support.

By using these high performance assessments and providing each participants with an understanding of their own key behaviours; then actively having their supervisor engage with them on their return to the work place, a study of 664,000 employees over 50 countries showed an increase in operating income (i.e. Sales) by 19.2% over a 12 month period.

They also established that there was a 47% reduction in employee turnover.

### On the Day:

During the Accelerator Sales Masterclass participants will learn to:

- ✓ Understand their personality and how to adapt to different situations; profile different markets and work with customers on different levels.
- ✓ Build a territory attack plan, using sales pipeline analysis, key objectives and questioning.
- ✓ Understand the reality of mark-up vs. margin and the impact of price discounting when compared to the strength of building a solid and realistic value proposition.
- ✓ Use the key skill of listening and communication patterns to support the value proposition approach.
- ✓ Navigate the negotiation process using different styles, behaviours and tactical sales planning.
- ✓ Understand body language and how important this can be to overcoming objections, gaining commitment and closing the sale.
- ✓ Follow up is critical...a habit that is instilled in the best sales professionals globally.
- ✓ The definition of up-sell and cross-sell and how to use them wisely.
- ✓ Using the latest technology will increase sales productivity, time management and overall performance.

- ✓ In the world of selling, time management rules. How to do everything they need to do, efficiently!

Once completed, each participant will be responsible for living the:

### The 7 Habits of High Sales Performers

1. Knowing yourself and your environment
2. Sales planning and pipeline analysis
3. Developing key sales objectives
4. Building and using a "Value Proposition"
5. Listening for sales success
6. Following up and win, win, win
7. Triage...your time management key

### Who should attend?

This sales training course is designed for internal and external sales professional, sales estimators, customer service and will sharpen the skills of the most experienced.

### Duration

1 full-day intensive workshop

### Time

8:30am to 5:30pm

### Presenter

David Esler

### Cost

\$895.00 (Plus GST)

Includes Sales Profile Assessment

\$695.00 (Plus GST)

No Assessment

### How to Register

Please complete the attached form and email it to [david.esler@kaizenexec.com.au](mailto:david.esler@kaizenexec.com.au)

### Further Information

Contact David Esler

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