

# Helping your business attract and retain customers



## ‘Sell More’



Are your sales figures meeting your expectations?

Do your sales team need re-energising?

Does your sales activity recognise the power of the buyer?

Are you spotting, creating and then seizing sales opportunities?

How easy is it to buy from your company or organisation?

Do you like the idea of selling?

**It is reckoned that 70% of customers decide which product or service to buy and who to buy it from before they have any direct contact with a company or outlet.**

**'Sell More' helps you and your company create more sales, particularly if you don't see yourself as a 'salesperson'**

**The programme is ideal for:**

- Companies who don't have a dedicated sales team but who need to 'win' business - converting incoming enquiries, delivering sales pitches, making outbound calls, sending emails, following up marketing leads.
- Established sales teams who need re-energising, new ideas, challenging on their current sales activity, to generate significant growth, to be more efficient.
- Business people who need to 'sell' but don't see themselves as 'salespeople' .

**Team Programme:**

'Selling is about helping people to buy' - this is the mantra the programme revolves around. We work on the basis that whilst people need advice and 'steerage' generally they don't like to feel that they are being sold to, they much prefer to feel that they are making the buying decision. The days of 'pushy' salespeople are over and today's salesperson (particularly in the business to business sector) is better at listening than talking, is good at asking questions, confirming and clarifying, and offering knowledge and expertise where needed.

The programme revolves around Trevor's 5 step sales model : CROPS

**Conversation** - recognising that a conversation is the start of a sale, making a good first impression, asking great questions, thinking customer first you second.

**Relationship** - understanding even in a digital age people buy from people, using networking and Linked In to develop relationships. The role knowledge and attitude play.

**Opportunity** - observing, listening and being ready when an opportunity arises. You never know who you might be talking to. Seeing existing customers as a source of new business.

**Proposal** - making it easy for someone to say yes. The importance of preparation and practice - particularly if the proposal is in the form of a pitch. Seeing 'no' as a positive and handling those who 'want to think about it'.

**Sale** - let the buyer buy! Knowing when to 'shut up'! Celebrating success and finding out why the buyer bought from you.

## **Full Day:**

This involves the bespoke creation of relevant and appropriate sales scenarios which the delegates would practice delivering in the afternoon.

This could involve negotiations, handling objections, product or service demands, difficult buyers etc... I would work with the company to establish precisely what is needed and create the scenarios accordingly.

I don't like calling this 'role play' as sales people often have negative attitudes towards it. This is 'simulated learning' in a challenging but realistic as possible environment.

Delegates do enjoy this and it is worth the additional time and investment.

## **Half Day:**

The focus would be on the CROPS model working through each stage and seeing how it fits to your business and the people who are responsible for sales.

It will be an interactive session with lots of opportunity for discussion and working on ideas that can be put into action.

The outcome revolves around recognising and dismantling any existing sales barriers, ensuring it is easy for customers to buy and giving those involved in 'sales' tips and techniques which will grow their success and enhance their confidence.

The programme can be tailored to telephone or field sales if required. It is usually delivered in a format that works for both.

## **Your Investment:**

Fees include all preparation, planning and travel\* within 40 miles of TR1 2DH

£770 +vat for the full day programme

£575+vat for the half day programme.

The fee assumes the host company provides a venue, refreshments and lunch for the day programme. \*Travel beyond 40 miles of TR1 2DH is charged at 45p+vat per mile.

## **One to One Coaching**

An individual three hour programme designed to help individuals :

Become more confident in their approach to sales  
Understand techniques and tips for generating sales

Build relationships and spot sales opportunities  
Developing the skills of asking questions, listening, confirming and clarifying

Your investment : £335 +vat (includes travel\*)



### **You get me.....**

If you hire Trevor Lee Media to deliver this sales programme then its me, Trevor Lee, that delivers it for you and your team. To discuss your 'Sell More' programme please call me on 07785 390717 or email me via [trevor@trevorleemedia.co.uk](mailto:trevor@trevorleemedia.co.uk)