

'Helping your business transform sales'

## 'Sell More'



### **A sales training programme that will:**

- re-energise, motivate and inspire your sales team
- help your sales people spot, create and seize sales opportunities
- show them how to generate sales without 'selling'
- help them identify and remove barriers that prevent customers buying
- teach them how to win more sales pitches and negotiate successfully
- boost their confidence when making calls

## Who will benefit most from 'Sell More'?

**Established sales teams** who need re-energising, are seeking new ideas to generate sales growth and need challenging on their current sales activity and use of their sales time.

This advanced version of 'Sell More' will challenge experienced sales people to increase the conversion rate, revenues from existing customers and win more sales pitches. The programme is based on three three-hour sessions three weeks apart hence its subtitle 3-3-3.

This gives the participants opportunities put into action the ideas they have picked up and to then report back and discuss them. Sessions will be highly interactive with a focus during each one on a key sales skill depending on the particular needs of the team and the business for example these could be:

- Connecting with new clients, building relationships and creating opportunities
- Improving conversion rates and winning more business through successful negotiations
- Winning more sales pitches

It is designed for up to 8 participants

The fee\* is £770 +vat per session

Total fee £2310 +vat

**Companies who don't have a dedicated sales team** who need to 'win' more business by converting more incoming enquiries, delivering more effective sales pitches, making better outbound calls, effectively following up marketing leads.

This type of organisation probably relies on sales from incoming enquiries, existing customers and referrals and recommendations. This would be a programme for all those who interact with potential/existing customers/clients and those who take the initial incoming calls/greet the visitors into the business premises those who send out follow-up sales proposals.

The focus of the programme would be:

First impressions, the customer experience, identifying and removing barriers to sales, creating successful sales proposals, utilising successful follow-up tactics.

This programme runs from 9:30am to 1pm

It is designed for up to 12 participants

The fee\* is £770 +vat

**Professional Services Companies** who need to 'sell' but don't see themselves as 'salespeople' and probably don't like the idea of 'selling'.

Designed for law firms, accountancy practices, architect partnerships and other professional service organisations this programme is all about creating sales without those involved thinking or acting like 'salespeople'.

The focus is very much on the customer journey from the very first interaction through to the long-term continual relationship. It is all about creating and acting upon sales opportunities generated through the client relationship.

This programme runs from 9:30am to 1pm

It is designed for up to 12 participants

The fee\* is £770 +vat

### **Specific Sales Skill Training**

This is for either members of an existing sales team who want to develop/enhance a particular sales skill. Examples of these skills could include:

- Connecting with new clients, building relationships and creating opportunities
- Improving conversion rates and winning more business through successful negotiations
- Winning more sales pitches

The training day is highly interactive and includes several practice opportunities.

This programme runs from 9:30am to 4pm

It is designed for up to 8 participants

The fee\* is £970 +vat

## **Key Messages that run through all 'Sell More' programmes:**

- People buy from people
- 70% of sales decisions, particularly in the B2B sector, made prior to any interaction with the company
- Most people involved in sales give up too soon following up
- B2B sales take time
- Listening is a key sales skill
- Asking great questions create sales opportunities
- Preparation practice pay dividends
- Focus on them (your potential/existing customer) not
- Successful companies revolve around the customer is not the processes
- Sales proposals need to be easy by say yes to
- Sales leadership is a skill that has to be learned
- Great salespeople focus on understanding buyers and the buying process
- Sales is a combination of knowledge, attitude and mindset
- Successful sales have momentum which includes quickly respond to an enquiry
- First impressions do count
- Don't forget to ask the order!

As part of the programme we will use this 'Sales Transformation Grid' to help identify changes needed to enable sales growth to occur:

**Sales Transformation Grid**



<b>REDUCE</b> 	<b>INCREASE</b> 
<b>ELIMINATE</b> 	<b>CREATE</b> 

We will also use this 'Creating & Growing Sales Grid' as a reminder of the benefits your products or services offer, who needs them and why and how can they buy them.

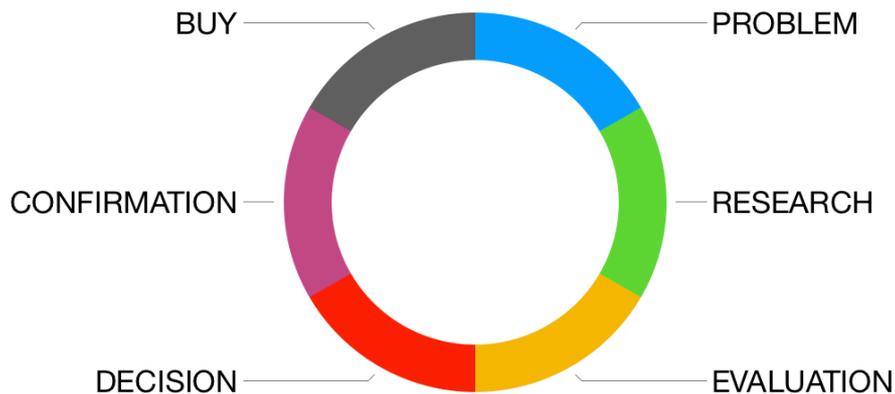
**Creating & Growing Sales**



Your Offer	What does it do?	Who needs it?	Why do they need it?	How will they find it?	How will they buy it?
 	 	 	 	 	 

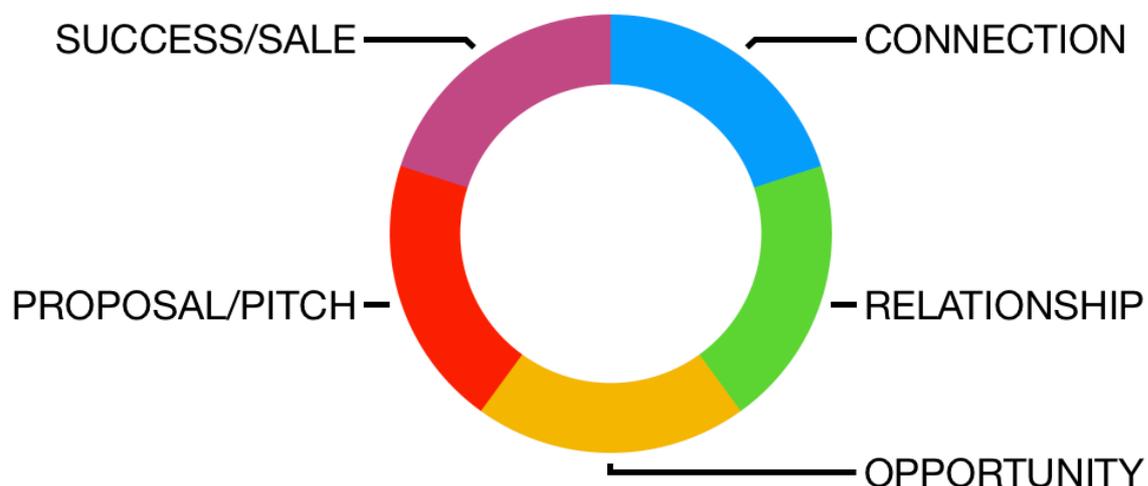
A key message throughout the programme will be that based on the buying cycle (see below) in today's world selling is often about making it easy for the buyer to buy, helping and steering them towards a solution. It's about listening, asking precise questions, clarifying needs and providing an excellent customer experience

## BUYING CYCLE



In terms of sales skills we will use my five step sales skills model known as the 'CROPS' circle to recognise in particular the people / interaction skills that make a difference to sales, even though we live in a 'digital world'

## CROPS CIRCLE



*Connection* - starting a conversation with the right person, enhancing your people skills, making a good first impression, asking better 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.

*Pitch/Proposal* - making it easy for someone to say yes. The importance of preparation and practice. Seeing 'no' as a positive and handling those who 'want to think about it'.

*Success* - asking for/gaining the order. Letting the buyer buy! Knowing when to 'shut up'! Celebrating success and finding out why the buyer bought from you.

## **Your Investment:**

Fees include all preparation and planning, course materials, a six week post-programme review call or visit and travel within 75 miles of TR1 2DH\*

The fee assumes the host company provides a venue, refreshments and a light lunch for the full day programme.

\*Travel beyond 75 miles of TR1 2DH is charged at 45p+vat per mile.

## **So why hire Trevor Lee?**

**1. Experience & Expertise** - I have over 35 years of sales & business experience at rep/manager/director level including running my own business for the last seven years during which I have helped a variety of companies grow sales.

**2. Ideas & Enthusiasm** - I will bring to your business via 'Sell More' an entrepreneurial mindset, creativity, insight, business sense, imagination, enthusiasm, clear thinking and excellent communication skills.

**3. Interactive Style** - I aim to make all my training programmes a fun learning experience which delegates will enjoy. They are highly interactive in order to ensure delegates remain engaged throughout.

**4. Learning Outcomes** - The CROPS sales skills model and the other grids we will use are easy to follow and implement ensuring delegates can utilise them immediately.

**5. Follow Up** - The programme includes a six week follow up review to check in on what has happened since the training programme and the difference it has made.

**6. The Sales & Presentation Podcast** - I broadcast a 15 minute episode every Monday sharing lots of sales and presentation tips. Download for free on your Podcast app.

**You get me.....**If you hire Trevor Lee Media to deliver this sales coaching programme then its me, Trevor Lee, that delivers it for you and your team.



### **Trevor Lee - Brief Bio:**

1980 - Sports Degree at Nonington College  
1983 - Advertising Sales - Lincolnshire Echo  
1986 - Sales Manager - Retford Times, South Wales Evening Post  
1993 - Sales Director - Cornwall & Devon Media  
2008 - Managing Director - Cornwall & Devon Media  
2012 - Founder and Head of Sales - Trevor Lee Media

### **How to Book:**

**Contact Trevor via:**

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