

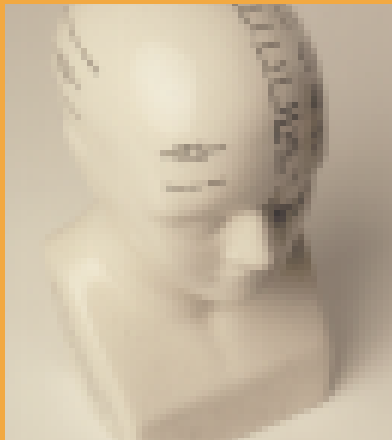
## On track for success

If you want to improve your sales teams' effectiveness, the Sales Team Development course helps unlock their true potential.

Using the latest proven personality profiling techniques, plus training on body language, communication, negotiation, telesales and customer's needs, this exceptional course offers both a complete foundation on selling skills, and a further development for those individuals with a background in sales techniques.

## Let's work together

Getting your sales teams' results ahead of the competition demands something special: a company that understands your organisation's needs; a team of experts who take the time to get to know you. That's where we come in.



**GET IN TOUCH WITH  
THE HUMAN FACTOR**

First, our expert sales trainers will meet with you to discuss your company and its goals and requirements. Next, they will design and tailor the course to match them perfectly. Finally, they will deliver the course - ensuring your sales team can begin using the sales techniques and strategies the very next day.

Alternatively, rather than a purely 'in-house' programme. If you would like your personnel to attend one of our generic courses, where they can exchange ideas with people from a wide spectrum of business interests, simply contact us. And they will experience one of the most rewarding sales team development programmes they have ever attended.



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# SALES TEAM DEVELOPMENT

*Improving confidence,  
increasing sales*



THE  
HUMAN  
FACTOR

International Management Development  
& Leadership Consultants



THE  
HUMAN  
FACTOR

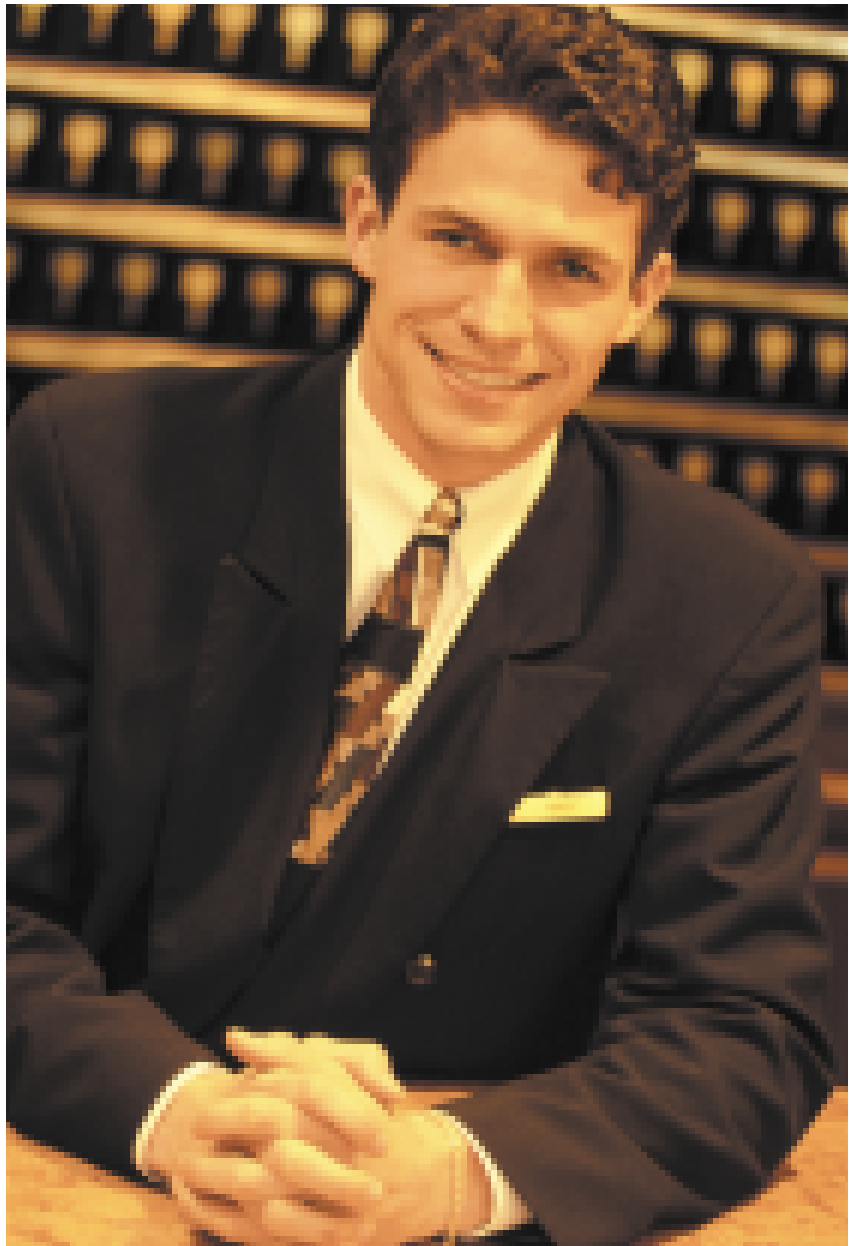
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## MAKING THE SALE...

Motivated and effective sales teams make all the difference. A good salesperson engages with the client; a bad one grates. And if they grate, not only is a sale not made, but damage is done to the relationship between your business and the client. The Human Factor is in the business of getting the best from your sales people, interlocked with sound sales strategy.

That's where our Sales Team Development course comes in. We've designed the course to give your people all the confidence they will need in virtually any sales situation.

The course will arm your sales teams with a full understanding of the psychology of selling, and practical techniques for winning the business every time.



# ...CLOSING THE DEAL

## Sell and excel

Sales teams face many challenges, not just selling. They must motivate colleagues as well as themselves. They have demanding targets to meet and exceed. They need to keep pace with changing distribution channels often, they must provide additional services beyond the sale itself.

As a result of the constant demands that are placed on Sales Teams, it's little wonder that personal development and skills improvement take the back seat. And yet you can tell those organisations that pay lip-service to training and those that take it to the heart of their business.

Fortunately, through practical advice on negotiation techniques, strategies, presentation, sales management, key account management and much more, your sales teams can quickly regain the confidence needed to meet their targets.



## The benefits of the course

The Sales Team Development course deals with every aspect of the sales process. From techniques for contacting the right people, through persuasion and negotiating skills, to gaining commitment at the close of sale, the course will help take your sales teams' successes to new heights.

## Here are some of the benefits of the course:

- Approach all types of customers with increased confidence
- Learn the value of pre and post-call analysis
- Improve product knowledge and relate benefits to customer needs
- Overcome objections successfully
- Exceeding sales targets
- Improved telesales results

## The course at a glance

- Physical preparation for the perfect sale
- Techniques for opening and closing the sale
- Questioning skills for establishing customers' needs
- Setting personal goals and targets
- Advanced body language
- Telesales techniques
- Personality type in sales