



# brook

training

Implementing  
Business Support  
Interventions to  
Facilitate Change

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## Course Overview:

Business to Business  
Selling - Developing  
Sales Skills

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## Content:

The most effective sales person is a good listener. People always know they can do better but knowing it and doing it are two different things. This course sharpens up selling skills and helps sales people re-assess how effective they are.

Training will challenge values and improve delegates objectivity and is suitable for those who want grounding in selling skills. It gives practice in the techniques learned and confidence to apply them. It makes participants think – and it will also increase their sales!

We aim to show participants that selling is a matter of skill and organisation, both of which can be learned and practised so that techniques and effectiveness can be continually improved. Training is focused on the development of internal and external sales professionals to become more effective in their role.

### Elements of activity will include:

- **Attitudes and Techniques to Increase Business Sales**

Establishing the start point for your journey, content will include:

- The importance of organising yourself to sell
- How to ensure your success against your competition

- **Importance of Sales Process Control**

- Setting sales standards
- Importance of measuring sales performance
- Comparing performance with standards
- Corrective and follow up actions
- Sales forecasting

- **Client Engagement**

- How to effectively identify the buyer's real needs
- The real impact of building lasting relationships
- Account Management
- Dealing with gatekeepers
- Engagement Strategies

- **Communication**

- Introduction techniques for effective sales
- Importance of listening
- Solutions - customer centric
- Objection handling - meeting objections from prospects and dealing with objections effectively.
- Sales Negotiation - closing the sale correctly
- The trial close – practical and theory

**Further content will also be included and delivered progressively using feedback from the learners, and their developing understanding. This will include specific assignments drawn from, and adding benefit to their organisation and further one- to -one learning content informed by any knowledge gaps or weaknesses in knowledge of any individuals in the cohort.**

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### For more information:

enquiries@brookconsult.co.uk or call: (01226) 240 435

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## Format of Delivery

The support will be specifically tailored to the business and/or group needs and contain elements of one to one support to respond to individual's skills gaps.

The training content will be bespoke and specific to this organisation's requirements.

An integral part of the training and skills development will be one of 'experiential learning' by virtue of real, in the business project based activity.

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## Duration of Delivery

Delivery time and number of participants will be bespoke to employer need with specific dates and phasing by agreement with the company and Brook.

An initial meeting will take place to discuss requirements where duration and selected modules will be decided to form the training programme schedule.

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## Business Benefits

The training will increase the knowledge, skills, and capability of individuals in relation to the core capabilities that their respective roles require to help drive growth and change in the business.

Delegates will benefit from the training by the broadening skills with additional sales competencies which are transferable across multiple sales functions.

Additional benefits will be an increased level of confidence in fulfilling their working role leading to increased job satisfaction.

Brook consultants are experienced in sales skills development and present the material in a manner that holds participants' attention, using real examples and situations drawn down from their experience within the sales arena.

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**brook**  
corporate developments

**Brook Corporate  
Developments Ltd**

The Business Village,  
Innovation Way,  
Wilthorpe,  
Barnsley,  
S75 1JL

Telephone:

**01226 240435**

Email:

**[enquiries@brookconsult.co.uk](mailto:enquiries@brookconsult.co.uk)**

Web:

**[brookconsult.co.uk](http://brookconsult.co.uk)**

**[brookconsult.co.uk](http://brookconsult.co.uk)**