Selling with Purpose

BECOME A HIGH PERFORMING SALES INDIVIDUAL ACCREDITED BY THE CPD STANDARDS OFFICE IN JUST 24 HOURS!

GAIN 24 CPD POINTS TOO!

123People Development

Welcome Two

hmb LEARNING SOLUTIONS

AQR International

Accredited cpd Online Activity

THE CPD STANDARDS OFFICE
CPD PROVIDER: 50228
2020-2022
www.cpdstandards.com

What is Selling?

At its essence, selling is handing over something of value in exchange for money or another item of value. But to get to the point where someone is willing to part with their money to obtain an item or service often requires persuasion. Through coaching, people are able to find their own solutions, develop their skills and change their behaviour and attitudes. It is about developing self-awareness in individuals and groups to unlock their selling potential.

Why is Coaching the Development Activity of the future & the chosen style of the workshop?

In today's Volatile, Uncertain, Complex and Ambiguous (VUCA) world, coaching enables individuals within an organisation to take responsibility for their own development, goals and accountability. It helps to generate more autonomous individuals that are motivated, self-directed and committed. Organisations are increasingly aware of the value of developing this into their culture.

What is the CPD Standard Office?

They provide credibility in a way that other accreditations and qualifications can't because theirs is evidence-based. They have done all the research, They know the field of CPD inside out, and they are working with their community of providers to improve it on an on-going basis.

Why is an CPD accreditation important?

CPD ensures that you and your knowledge stay up to date with current industry trends and best practices. ... CPD ensures that you maintain, develop and enhance the knowledge, understanding and skills you need to deliver exceptional service to your customers and be an asset to your colleagues

- CPD helps you continue to make a meaningful contribution to your team. You become more effective in the workplace. This assists you to advance in your career and move into new positions where you can lead, manage, influence, coach and mentor others.
- CPD can lead to increased public confidence in individual professionals and their profession as a whole.
- CPD helps you to stay interested and interesting. Experience is a great teacher, but it does mean that we tend to do what we have done before. Focused CPD opens you up to new possibilities, new knowledge and new skill areas.

About the Programme

'Selling for Purpose' provides a 360 look at selling through a 24 hour blended (or virtual) programme. Delivered by 123 People Development, in partnership with AQR International, and delivery partners with Welcome Two and HMB Learning Solutions, delegates will discover a measurable shift in behaviours and provide evidence of improved sales techniques.

The programme includes the use of high-quality psychometrics (MTQPlus) before and after to evidence impact.

The programme is designed to be an Immersive experience while providing the opportunity to build self-awareness, and practice new selling techniques within a safe environment.

What can I expect?

- A highly effective, CPD Standards accredited programme, Providing confidence of quality.
- The 'fast track' approach enables individuals to professionalise their practise almost immediately. (Providing delegates meet the requisite level of experience and competence).
- The opportunity to develop essential sales skills, in the minimum time required away from the workplace. In just 24 hours!
- A highly effective programme designed by internationally acclaimed coach and mentor Samantha Sloan.
- **MTQPlus** assessment to measure progress from the beginning to the completion of the workshop as well as access to your own **distance travelled report**. This will demonstrate changes in your mindset following the course.

WhyMTQPlus?

The MTQPlus is a high-quality psychometric instrument that has an important place in selling. 'The law of causality confirms that all sales results are the outcome of the actions taken by the salesperson and that all actions are driven by thinking. So, why do so many interventions focus on trying to change actions to improve results?
If we really want to improve sales results, we must understand how the salesperson thinks and what drives them. The start point for this is the MTQPlus.' John Tunstall FISM

Learning Objectives

- Describe Behaviours of a Successful Sales Person
- Explain the importance of Mental Toughness in Sales and how it will promote a positive mindset
- Complete Social Styles Questionnaire to identify your own and other communication preferences
- Recite the 7 Step Buying Cycle
- Establish customer need using Open Questioning techniques
- Practice Active Listening
- Demonstrate Overcoming Objections using the AAA technique
- Create a Call / Meeting Structure and complete Final Assessment

Programme Outline

PRE-WORK

- Delegates to complete MTQPlus psychometric assessment
- Complete Social Styles Questionaire
- What do you find most challenging around Selling?

TUTOR LED TRAINING - MODULE 1

- Welcome and Introductions
- Agenda and Objectives
- Sell me a ...
- What IS / ISNT Selling
- Traits and Behaviours of a Successful Salesperson
- Break
- Importance of MTQPLUS
- Reflection and Close

TUTOR LED TRAINING - MODULE 2

- Knowledge / Skills / Mindset
- Considerations / Researching
- Break
- Communication Styles
- 3 V's
- Reflection and Close

TUTOR LED TRAINING - MODULE 3

- Welcome to Module 3
- 7 Steps of the Buying Cycle
- Building Rapport
- Break
- Questioning Techniques
- Listening Techniques

TUTOR LED TRAINING - MODULE 4

- Transition and Features / Advantage / Benefit
- Break
- Overcoming Objections
- Closing the Call / Meeting / Departure Drill
- Summary and Close

TUTOR LED TRAINING - MODULE 5

- Welcome to module 5 / Consolidation
- Call Structure / Bring all Together / Practice

TUTOR LED TRAINING - MODULE 6

- Live Assessments (5 Minute Call)
- Break
- Barriers
- Action Planning and Next Steps
- Close

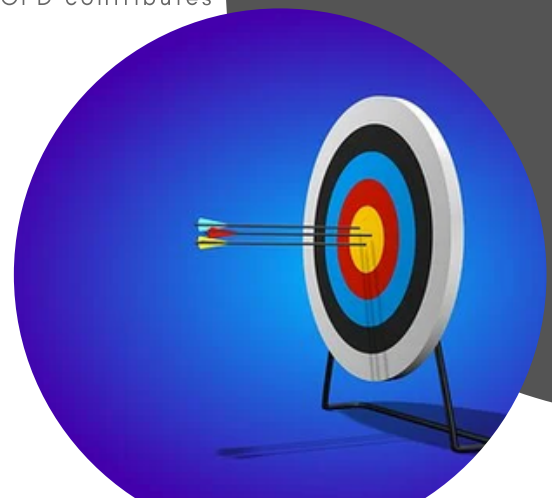
Delegates to complete MTQPlus psychometric assessment again.

All delegates will receive a copy of their 'Distance-Travelled' MTQPlus report. All materials included - workbooks, handouts and additional resources.

ON COMPLETION

Upon completion, once delegates are able to demonstrate within the workshop they have reached the required standards set down from the final assessment they will receive the CPD Certification and awarded 24 CPD points.

- For employees, CPD helps keep their knowledge and skills up-to-date. It also ensures that the professional standard of their qualifications and registrations is maintained. Furthermore, it contributes to their professional sense of direction. Completing CPD helps build their confidence and credibility, allows them to showcase their achievements and equips them with tools to cope positively with change.
- CPD is beneficial for employees' career progression and advancement. Our CPD research project confirmed that for anyone hoping to get promoted, or wanting to specialise in a different area, demonstrating their learning agility and dedication to CPD can make a substantive difference. In real terms, this means that CPD contributes to achieving higher salaries.



DESIGNED BY SAMANTHA SLOAN

A passionate developer of people with over 14 years facilitation, design and training experience across a wide range of sectors. Recognising that there is no one-size-fits-all approach, Sam understands that development can be tailored to any organisation for a true return on investment, by focusing on the business culture, behaviour and strategic goals.

Sam possesses exceptional communication and facilitation skills. Her ability to effortlessly adapt her style to her audience ensures your learning experience is both supportive and enriching. Sam also has a wealth of practical experience across many sectors which, coupled with her natural ability to coach, creates highly a targeted, relevant, and memorable training experience. She has also led very successful sales teams.

TO BOOK YOUR PLACE

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