

Contact us now for your free
initial consultation.
Call: 01243 788033
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Quantum Sales Kickstart Programme

Whether you are a small business needing to grow sales fast to make your business sustainable or a sales professional that needs to up your game this 3 day programme will give you the tools and skills you need to maximise your potential



A 3 day practical programme to boost your sales

Day 1

C.H.A.N.G.E. Value added selling Part 1

- The eight criteria for an effective sales visit
- The psychology of selling - understanding what people buy
- Advanced questioning and listening skills
- Controlling the conversation to create value for our solution

Day 2

C.H.A.N.G.E. Value added selling Part 2

- How to define our sales propositions and unique selling points
- Using the **C.H.A.N.G.E.** structure as a discipline for all sales calls
- Seven secrets of how to create a positive first impression that sells!
- Presenting a solution that the prospect can't refuse!
- How to handle objection and ensure a 'win win' outcome
- How to present your 'price' and handle price objections. Why you should 'love thy competitor'

Day 3

The **A.C.Q.U.I.R.E.** New Business Generator

- Introduction of the new Salesbase sales planning model for quantifying the sales leads required and the activity to convert them
- Tools for qualifying the criteria that define our 'sweet spot' clients that will recognise the value of our offering
- A structure for making sure we understand the overall needs and aspirations of our target customers
- How to plan and implement practical and proven marketing techniques to generate interest and sales leads including the use of LinkedIn, other social media and automated mailing programmes
- How to gain the first appointment for a sales discussion
- How to monitor and measure success to refine future lead generation campaigns