

Professional Sales and Sales Leadership Development



-----The Quantum Certificate in Sales Leadership-----

-----The Quantum Certificate in Professional Selling-----

-----The Quantum Certificate in Sales Negotiation -----

The Quantum Certificate in Sales Leadership

A structured public programme for all levels of sales management within a b2b sales environment. Practical tools and techniques for managing and leading your selling operation.

This programme is designed for managers of the sales discipline from director level through to line management and those who aspire to a future career in sales management. Using a keynote case study, delegates will build a practical Sales Management by Objectives framework for managing future sales results incorporating market trends, sales strategy, sales targeting, sales activity plans and personal development.



The programme includes the introduction of a number of practical tools for defining the required sales activity needed to secure future targeted results. These tools, backed up by online guidance and support are designed to be taken away and applied immediately to the delegate's business



WHO SHOULD ATTEND?

Delegates need to be in a sales management position managing a team or with the aim of entering a sales management position within the next 12 months

PROGRAMME MODE AND DURATION

The programme is run over a 3 month period in 2 modules of 2 days each. Group size will be 12 maximum to ensure full participation and engagement. Delegates will be expected to implement the tools and processes learned in each module in readiness for the next module. There is a small requirement for some reading and self-study between the modules. The programme will incorporate fictional case studies and will be compliant with 'Competition Law' requirements

EVALUATION

There will be a self-evaluation at the end of the programme to test the knowledge and skills attained and the areas for development

PROGRAMME INVESTMENT

£997 per delegate per module (ex VAT)
This includes a light lunch and all day refreshments.

PROGRAMME VENUE

Ocean Village Innovation Centre,
Southampton.

CHECK DATES HERE

[MODULE 1 \(CLICK\)](#)

[MODULE 2 \(CLICK\)](#)

PROGRAMME OUTLINE

MODULE 1

DURATION 2 DAYS

TOPICS:

The principles of driving behavioural change
The Sales Management Framework
The planning of sales activity
Pipeline management and sales forecasting
Selection criteria for new business and account classification
The principles of key account management
Understanding individual motivators
The planning and execution of personal development
The Personal Sales Plan
Implementation action plan

MODULE 2

DURATION 2 DAYS

TOPICS:

Review of action plans
Key account planning tools and software
Situational Leadership principles and tools
Field coaching protocols
Field coaching skills
Conducting sales performance reviews



The Quantum Certificate in Professional Selling

An interactive programme for all levels of sales and account management within a b2b sales environment. Practical tools and techniques for selling value to your customers and prospects

In the face of the increasing influence of procurement functions and downward pressure on margins this programme is designed for people in a sales or account management role at any level. Whether new to the discipline or a seasoned professional, this programme will help delegates to raise their game and enable them to sell value on a higher plane. The programme is equally applicable to people who aspire to a professional selling career and who want a grounding in the fundamentals of successful selling in the 21st century.

Using a keynote case study, delegates will learn about the 8 criteria required to ensure that every sales call is effective. They will then go on to develop their skills in questioning, listening, presenting, handling objections and gaining customer commitment. In module 2 they will learn how to develop effective account plans including the development of sales propositions for all stakeholders and how to compose a pre call plan to maximise sales effectiveness. Each delegate will develop a personal action plan for review at the beginning of module 2.

ADMISSION REQUIREMENTS

Delegates need to be in a sales or account management position or have the aim of entering a sales position within the next 12 months. Sales Managers and Directors will also get full value from the programme in helping them with their personal selling effort and under-pinning their ability to coach in the field

PROGRAMME MODE AND DURATION

The programme is run over a 3 month period in 2 modules of 2 days. Group size will be 12 maximum to ensure full participation and engagement. Delegates will be expected to implement the methodologies and skills learned in between modules in readiness for review in the next module. There is a small requirement for some reading and self-study between the modules. The programme will incorporate fictional case studies and will be compliant with 'Competition Law' requirements

PROGRAMME INVESTMENT

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PROGRAMME OUTLINE

MODULE 1. Value Added Selling

DURATION 2 Days

TOPICS:

The Quantum definition of selling
The 8 criteria for an effective sales visit
Understanding buyer motives
Questioning and listening skills
Defining our sales propositions
Controlling a sales conversation to get the customer *to want* what it is we sell
Structuring the call—CHANGE framework
Handling and positioning a customer meeting
Presenting our solution
Handling objections
Handling price pressure
Gaining customer commitment
Personal action plan

MODULE 2. Key Account Management

DURATION 2 DAYS

TOPICS:

Review of action plans
Review of 'specimen' key clients
The principles of key account management and the SISTEM structure
Stepped introduction key account planning tools and software and practical application via a structured 'real world' case study:
Selection / segmentation
Understanding client business and objectives
Assessing the current relationship
Analysing the decision makers and influencers
Developing sales propositions for the stakeholders
Setting account objectives and strategies
Defining SMART action plans
Support and communication



The Quantum Certificate in Sales Negotiation

An interactive programme for all levels of sales and account management within b2b sales environments. A framework and a set of practical tools and techniques for conducting effective negotiations with customers and prospects

With procurement functions becoming increasingly skilled in their ability to negotiate often creating undue pressure on industry to reduce prices and to agree to onerous terms and conditions, this programme is designed for people in a sales, account management or sales leadership role at any level where sales negotiation is a key part of the sales process. This programme will be equally relevant to both experienced negotiators and people who need to learn the required techniques from scratch. It will provide the tools to reinforce and improve current levels of effectiveness as well providing a comprehensive framework for people new to the discipline. This programme will help delegates to be significantly more effective during the negotiation process and enable them to be professional and effective when participating in dialogue with procurement functions and with customers in general.

Using a series of case studies and group exercises, delegates will learn about the difference between 'selling' and 'negotiation' and the 4 stages of the negotiation process to ensure a successful outcome for both parties. They will then work on each stage of the process using tools and templates for the required planning phases and then via group role plays will develop the requisite skills to deliver the plan. Each delegate will develop a personal action plan for implementation and review in the workplace.



ADMISSION REQUIREMENTS

Delegates need to be in a sales or account management position or have the aim of entering a sales position within the next 12 months. Sales Managers and Directors will also get full value from the programme in helping them with their personal negotiation techniques as well as under-pinning their ability to coach in the field



PROGRAMME OUTLINE

Sales Negotiation Certificate

DURATION 2 DAYS

TOPICS:

- Negotiation and the sales cycle
- The negotiating process
 - selling v negotiation
 - position and interests
- The 4 phases of negotiation
- The preparing phase
 - fixed and variable components
 - SWOT analysis
- The discussion phase
 - negotiation check list
 - maintaining good relations
 - the importance of the 'variables'
- The proposing phase
 - making conditional offers
 - choosing the variables
 - signalling
- The bargaining phase
 - developing our tactics
 - our positioning
- Reaching agreement
 - aiming for 'win-win'
 - communicating 'the deal'
- Personal action plan

PROGRAMME MODE AND DURATION

The programme is a 2 day intensive module. The group size will be 12 maximum to ensure full participation and engagement. There is a small requirement for some reading and self-study before the programme.

The programme will incorporate fictional case studies and will be compliant with 'Competition Law' requirements

PROGRAMME INVESTMENT

£997 per delegate (ex VAT)
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