

Harrogate Business Advisors – Export and Innovation

<p>Title of Proposed Programme</p>	<p>Sales Training 1 – Evaluating the people</p>
<p>Programme Content</p>	<p><u>Primary focus</u></p> <p>This training is to gain an understanding of the sales strategy of the business and start working to make sure we have the sales skills to support those goals.</p> <p>This course is aimed at everyone, from those that are new to sales to those more seasoned veterans. For experienced <i>salespeople</i>, this <i>training</i> will provide an opportunity to refresh their <i>sales</i> skills and help them achieve their sales target.</p> <p>It will also benefit people in a non-sales role that are customer facing.</p> <p>The programme will cover a number of topics, amongst them are;</p> <p>Setting out the Sales strategy</p> <ul style="list-style-type: none"> • What are the overall goals of the business? • What are the individual targets? • What training is needed for each individual? <p>Current Sales issues</p> <ul style="list-style-type: none"> • Where is the team right now? • Where do we need them to be? • What might be holding sales back? • What has worked and what has not? • What’s the first thing we need to focus on? <p>Delivering value</p> <ul style="list-style-type: none"> • Explore the number one reason people buy from you
<p>Course delivery method</p>	

	<p>The delivery will be done both individually and in teams. We will use real-time examples from the business to improve lead generation and conversion.</p> <p>At the end of this training, attendees will have deliverable actions that will lead toward them having more prospects and closing more new business.</p> <p><u>Located at:</u></p> <p>Employer premises</p> <p>Third Party premises</p> <p>Any premises</p> <p>Online</p>
<p>Duration</p>	<p>To be delivered in three one-day sessions, over a four-week period.</p>
<p>What are the perceived business benefits of the proposed training and what are the outcomes for the business</p>	<p>The programme will benefit SME businesses and their employees, whether they currently have a sales role or not. It is designed to provide the maximum return on investment by growing market share.</p> <p>It will also demonstrate how businesses can use innovation to be creative in their thinking, with regards to generating growth.</p> <p>So, the outcomes for the businesses that benefit from this are measured in increased profit and increased job numbers. The attendee will also benefit in gaining solid transferable skills and personal development.</p>
<p>Target group of participants/Who should attend</p>	<ul style="list-style-type: none"> • SMEs that believe they have huge opportunities for growth and need help to align their sales activities. • SMEs that have experienced a drop in turnover and would like to re-gain their market share.

	<ul style="list-style-type: none"> SMEs that already have success with a product or service and wish to expand their operations. <p>Attendees will be those people new to sales and those that would benefit from a refresher from being reminded of the fundamentals.</p> <p>It will also benefit those members of staff that have a customer facing role without having a sales title.</p>
<p>Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer</p>	<p>The delivery will have the needs of the individual employer and employee in front of mind at all times. Although lots of what will be covered will be generic, the business owner will have been consulted on how their specific project will be delivered.</p> <p>Also, when discussing specific areas (for example, their Value Proposition and 'stories' for their Marketing) the content of the training at that time will fully reflect the learner and employer and will be tailored to their needs.</p> <p>All sales training will be aligned with the sales strategy of the company and the personal needs of the trainee. Training will be tailored so that we are using live examples. For example, any actions that result from training will directly impact the sales target of the business (and the individual) in a positive manner.</p>

<p>Title of Proposed Programme</p>	<p>Sales Training 2 – Generating new Leads</p>
<p>Programme Content</p>	<p><u>Primary focus</u></p> <p>This training is to look at who our best clients are, in terms of profit and ease of doing business. Then we set out the plan to win more clients that look and feel like them.</p> <p>This course is aimed at everyone, from those that are new to sales to those more seasoned veterans. For experienced salespeople, this training will provide an opportunity to refresh</p>

	<p>their sales skills and help them achieve their sales target much quicker and easier.</p> <p>It will also benefit people in a non-sales role that are customer facing.</p> <p>The programme will cover several topics, amongst them are;</p> <p>Lead Generation</p> <ul style="list-style-type: none"> • Who will we target? • How will we reach these prospects? • What messages will we use? <p>Existing clients</p> <ul style="list-style-type: none"> • Where do we add value? • Gather testimonials • Speak to existing clients – ask for referrals • Develop our Marketing messages <p>Delivering value</p> <ul style="list-style-type: none"> • Dive deeper on how we deliver more value AND receive more profit
Course delivery method	<p>The delivery will be done both individually and in teams. We will use real-time examples from the business to improve lead generation and conversion.</p> <p>At the end of this training, attendees will have deliverable actions that will lead toward them having more prospects and closing more new business.</p> <p><u>Located at:</u></p> <p>Employer premises</p> <p>Third Party premises</p> <p>Any premises</p> <p>Online</p>

Duration	To be delivered in six one-day sessions, over an eight-week period.
What are the perceived business benefits of the proposed training and what are the outcomes for the business	<p>The programme will benefit SME businesses and their employees, whether they currently have a sales role or not. It is designed to provide the maximum return on investment by growing market share.</p> <p>It will also demonstrate how businesses can use innovation to be creative in their thinking, with regards to generating growth.</p> <p>So, the outcomes for the businesses that benefit from this are measured in increased profit and increased job numbers. The attendee will also benefit in gaining solid transferable skills and personal development.</p>
Target group of participants/Who should attend	<ol style="list-style-type: none"> 1. SMEs that believe they have huge opportunities for growth and need help to align their sales activities. 2. SMEs that have experienced a drop in turnover and would like to re-gain their market share. 3. SMEs that already have success with a product or service and wish to expand their operations. <p>Attendees will be those people new to sales and those that would benefit from a refresher from being reminded of the fundamentals.</p> <p>It will also benefit those members of staff that have a customer facing role without having a sales title.</p>
Is there opportunity for delivery to be flexible dependent upon the needs of	The delivery will always have the needs of the individual employer and employee in front of mind. Although lots of what will

individual learner/employer	<p>be covered will be generic, the business owner will have been consulted on how their specific project will be delivered.</p> <p>Also, when discussing specific areas (for example, their Value Proposition and 'stories' for their Marketing) the content of the training at that time will fully reflect the learner and employer and will be tailored to their needs.</p> <p>All sales training will be aligned with the sales strategy of the company and the personal needs of the trainee. Training will be tailored so that we are using live examples. For example, any actions that result from training will directly impact the sales target of the business (and the individual) in a positive manner.</p>
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Title of Proposed Programme	Sales Training 3 – Winning new Clients
Programme Content	<p><u>Primary focus</u></p> <p>This training will concentrate on our previous Lead Generation work and will concentrate on closing new business.</p> <p>This course is aimed at everyone, from those that are new to sales to those more seasoned veterans. For experienced salespeople, this training will provide an opportunity to refresh their sales skills and help them achieve their sales target much quicker and easier.</p> <p>It will also benefit people in a non-sales role that are customer facing.</p> <p>The programme will cover several topics, amongst them are;</p> <p>Planning the Work and Working the Plan</p> <ul style="list-style-type: none"> • The 90-day Plan • The Sales Process • Managing activity levels to produce correct outcomes

	<ul style="list-style-type: none"> • Turbo-charge your Marketing <p>Sales meetings</p> <ul style="list-style-type: none"> • Face to face with the prospect • Effective questioning • Diagnose – Propose - Close <p>Delivering value</p> <ul style="list-style-type: none"> • Explain how the prospect will gain from this transaction, using ROI calculator where possible
<p>Course delivery method</p>	<p>The delivery will be done both individually and in teams.</p> <p>Where required, this training can be one-to-one, on the road with the salesperson.</p> <p>At the end of this training, attendees will have deliverable actions that will lead toward them having more prospects and closing more new business.</p> <p><u>Located at:</u></p> <p>Employer premises Third Party premises Client premises Online</p>
<p>Duration</p>	<p>To be delivered in twelve one-day sessions, over a three-month period.</p>
<p>What are the perceived business benefits of the proposed training and what are the outcomes for the business</p>	<p>The programme is designed to provide the maximum return on investment by growing market share.</p>

	<p>It will also demonstrate how businesses can use innovation to be creative in their thinking, with regards to generating growth.</p> <p>So, the outcomes for the businesses that benefit from this are measured in increased profit and increased job numbers. The attendee will also benefit in gaining solid transferable skills and personal development.</p>
<p>Target group of participants/Who should attend</p>	<ol style="list-style-type: none"> 4. SMEs that believe they have huge opportunities for growth and need help to align their sales activities. 5. SMEs that have experienced a drop in turnover and would like to re-gain their market share. 6. SMEs that already have success with a product or service and wish to expand their operations. <p>Attendees will be those people new to sales and those that would benefit from a refresher from being reminded of the fundamentals.</p> <p>It will also have some benefit for those members of staff that have a customer facing role without having a sales title.</p>
<p>Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer</p>	<p>The delivery will have the needs of the individual employer and employee in front of mind at all times. Although lots of what will be covered will be generic, the business owner will have been consulted on how their specific project will be delivered.</p> <p>Also, when discussing specific areas (for example, their Value Proposition and 'stories' for their Marketing) the content of the training at that time will fully reflect the learner and employer and will be tailored to their needs.</p> <p>All sales training will be aligned with the sales strategy of the company and the personal needs of the trainee. Training will be tailored so that we are using live examples. For example, any actions that result from training will directly impact the sales target of the business (and the individual) in a positive manner.</p>

Title of Proposed Programme	Sales Training 4 – Consolidate and Reinforce
Programme Content	<p><u>Primary focus</u></p> <p>It is expected that by now we have covered the basics, we know what to do to win new business and now we need to make sure it is practiced <u>every day</u>.</p> <p>This course is a refresher of everything the previous training courses have covered and is meant to help reinforce that training to make it stick. We will review all sales plans and provide guidance in completing them.</p> <p>By the end of this training, each delegate will be personally accountable to their line manager for their own sales plan and target. They will also be making accurate sales forecasts with confidence.</p> <p>The programme will cover several topics, amongst them are;</p> <ol style="list-style-type: none"> 1. Setting out the Sales strategy 2. Current Sales issues 3. Lead Generation 4. Existing clients 5. Planning the Work and Working the Plan 6. Sales meetings 7. Delivering value 8. Accountability
Course delivery method	<p>The delivery will be done both individually and in teams.</p> <p>At the end of this training, attendees will demonstrate that they are continuing to pursue the actions that will lead toward them having more prospects and closing more new business. Where</p>

	<p>this cannot be demonstrated, we will work with individual to get them back on track.</p> <p><u>Located at:</u></p> <p>Employer premises</p> <p>Third Party premises</p> <p>Any premises</p> <p>Online</p>
<p>Duration</p>	<p>To be delivered in six one-day sessions, over an eight-week period.</p>
<p>What are the perceived business benefits of the proposed training and what are the outcomes for the business</p>	<p>The programme is designed to provide the maximum return on investment by growing market share.</p> <p>It will also demonstrate how businesses can use innovation to be creative in their thinking, with regards to generating growth.</p> <p>So, the outcomes for the businesses that benefit from this are measured in increased profit and increased job numbers. The attendee will also benefit in gaining solid transferable skills and personal development.</p>
<p>Target group of participants/Who should attend</p>	<ol style="list-style-type: none"> 7. SMEs that believe they have huge opportunities for growth and need help to align their sales activities. 8. SMEs that have experienced a drop in turnover and would like to re-gain their market share. 9. SMEs that already have success with a product or service and wish to expand their operations. <p>Attendees will be those people that have taken part in any of our previous sales training. It will also benefit those new to sales and</p>

	<p>those that would benefit from a refresher from being reminded of the fundamentals.</p> <p>It will also have some benefit for those members of staff that have a customer facing role without having a sales title.</p>
<p>Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer</p>	<p>The delivery will always have the needs of the individual employer and employee in front of mind. Although lots of what will be covered will be generic, the business owner will have been consulted on how their specific project will be delivered.</p> <p>Also, when discussing specific areas (for example, their Value Proposition and 'stories' for their Marketing) the content of the training at that time will fully reflect the learner and employer and will be tailored to their needs.</p> <p>All sales training will be aligned with the sales strategy of the company and the personal needs of the trainee. Training will be tailored so that we are using live examples. For example, any actions that result from training will directly impact the sales target of the business (and the individual) in a positive manner.</p>