

Sales Management Services

Level 3 – Sales Team Training (including Customer Service)

What Is It?

The EBS Sales Training programme is a service designed to develop the knowledge and skills within your sales teams so they have the confidence to stay one step ahead of the competition and can deliver the best possible service to your Customers.

After they have been through the programmes they will have acquired the skills they will need so that your business can achieve its goals. They will acquire the motivation to succeed and achieve their own personal goals.

The training will take them through the intricacies of the sales process from proper planning and initial contact with the Customer and post sales Account Management.

What are the advantages to my organisation?

- Access to qualified and experienced sales management professionals, typically with 20+ years of experience.
- A training programme that is not 'off the shelf' but is specifically designed to meet the unique needs of your organisation.
- Confidence that your sales teams will have the skills to develop the top line of your business.
- A well trained and motivated team.
- Increased sales.
- Satisfied customers.

What Is Included?

EBS Sales Management will create a training programme specifically to meet your company requirements and would include:

- **Initial one-to-one meeting** – this is an informal discussion to gain an understanding of your current sales teams and how they operate and is the opportunity for you to address any specific areas of concern. After the meeting we will be able to fully assess the training programme required to address any areas of concern.
- **Getting those new accounts** – techniques associated with telemarketing, cold calling, follow up to mail-shots. Preparation of calling scripts. Getting that first appointment.
- **The Crucial Initial Meeting** – techniques for information gathering, uncovering the needs, matching product features to customer need, establishing customer confidence, getting agreement to submit proposal.
- **The Proposal** – write a proposal that has real impact, satisfies needs, minimises potential objections and maximises profit.
- **The Negotiation** – developing those all-important techniques for dealing with objections, answering questions, recognising buying signals, asking for and getting the order.

- **Account Management** – how to turn new business into long term on-going business. This area will cover what you need to do to ensure you maintain a lasting relationship with your customers.
- **Customer Service** – how develop a customer service focused business approach to sales and account management that will improve overall customer satisfaction and thus increase repeat buying levels.

What Does It Cost?

The fees for the use of the EBS Sales Management programme will vary according to the extent of the work involved. An initial meeting would take place free-of-charge to listen to your needs and ideas after which an accurate assessment of the time required will be made, a firm quotation will follow.

EBS will always make sure to offer a best value for money proposition and will agree fee rates in advance and hold them for a specified period. Alternatively, where there is an agreed scope for a complete project, a fixed fee can be agreed in advance to cover all relevant activities and expenses.

The EBS Sales Training programme is generally delivered on a day rate basis, currently charged at **£850 per trainer day + VAT**.

About EBS Sales Management Services

EBS Sales Management is a specialist area of service from EBS Management Resources, a multi-disciplinary provider of business support services to companies with 15 - 100 employees. Service portfolios are provided for the key functions of Human Resources, Occupational Health, Marketing, Sales and General Management. EBS clients cover a wide range of industries and include Dayla, Bucks Net Services, Nottingham Forest Football Club and Red Door Communications.

The complete set of sales management services includes:

- Level 1 - Sales Team Performance Audit
- Level 2 - Sales Management (including sales and management process definition)
- Level 3 - Sales Team Training including Customer Service
- Level 4 - Sales Management Coaching and Sales Executive Coaching
- Level 5 - Strategic Sales Management working at Board Level
- Level 6 - Interim Sales