



Consultative Selling Programmes

For Results, Profit, Success

Greater sales output, increases your bottom line

Who are these programmes for?

Do you want greater sales results, profit and success?
Are your sales teams performing at the level you want?
Do you need to increase your sales capabilities?
Would you benefit from a transformational programme, fully tailored to your needs?

Why work with us?

- We are results orientated, commercial people who love training. Greater results, profit and success are essential ingredients from our programmes.
- Our programme leaders have been high sales performers.
- Programmes are tailored to your needs. One size does not fit all.
- We focus on psychology, relationship building as well as sales process bringing in learning acquired from some of the top global sales organizations. Including Mars Inc.
- We integrate relevant aspects of behavioural psychology that really work.
- We like to maximize the value of learning through additional pre course study and conference calls as well as specific training programmes.
- We always aim to make all events fun and highly participative.

What will we cover? (as an example)

- Sales performance mindsets
- How what we think and feel determine our results
- Different selling systems
- The sales process
- Understanding values and beliefs
- Setting motivating outcomes
- Rapport building
- Communication styles
- Questioning to advanced level
- Listening
- How to build trust
- Closing
- Planning
- The 6 key elements of influencing
- Managing energy
- Building loyal clients

How will the course (s) be structured?

Programmes will be developed that are bespoke to your requirements. Prior to developing programmes, we would have conversations with project leaders and delegates, sometimes using web based research tools to establish needs. We generally recommend that we undertake sales visits to understand your existing approach and the key opportunities for development.

This output may be a full collaborative selling programme with a series of workshops and activities over an agreed time period. Or, it may be specific modules such as 'influencing', that may add value over and above previous training.

We would then develop content to meet your specific objectives and stage of development. Our sales programmes are therefore bespoke to your needs and are results focused.



What outputs might I expect?

These will depend upon the outcomes established at project outset. However, include:

- Increased sales results
- A sales process that meets your customers' needs
- Ability to build closer relationships
- An increase in questioning ability to uncover further opportunities
- An increase in enthusiasm and motivation
- Greater self awareness

We have many examples where results have been directly related to training ie a new tool or technique has opened up a significant new opportunity.

Please note that we will only provide sales programmes to companies where their desired sales approach, in our view is ethical and does not compromise our values.

What have people said about our sales programmes?

"Different, refreshing & challenging fundamentally changing your view on the sales process, cutting edge" **Angus Lothian, Business Development Manager**

"A revelation in the art of selling through meaningful relationships. The creation of long term mutually beneficial partnerships".

Stuart Boles, Business Development Manager

"Transformational. The material works on so many levels, everyone will benefit no matter what their role is"

Stephen Marshall, Regional Managing Director, Primary General Insurance

"Fantastic! Very thought provoking - completely different way of increasing sales" **Jason Leist Regional Managing Director, Primary General Insurance**

"A radically different course to any I have ever attended - excellent"

Dan Griffiths, Underwriting Manager

"The CC1 training has been a great step forward in focusing effort and energy, creating a common understanding and a common language. There are already clear signs that it has been performance enhancing at an organizational level" **Tim Rolfe, Chief executive, PBS Holdings Ltd.**

Who are we?

A very passionate, experienced and commercially aware training, coaching and consulting organization committed to developing people to develop greater business results, profit and success. For more information please visit www.cc1consulting.com

Our Money Back Guarantee

"Our work is our passion and our aim is to always deliver more value than we are paid. If in the very unlikely event that we do not achieve this, then we would take every step to ensure your full satisfaction".

Chris Cooper,
Founder CC1 Consulting Ltd

If you are seeking greater Results, Profit and Success through people development then please contact us on the details below:



CC1 Consulting Ltd
Results, Profit, Success

t: +44 (0)1455 824233 e: Chris@cc1consulting.com w: www.cc1consulting.com