

Revised Content  
Workshops 4 & 6

## 2011 Bite-Size Workshop Programme

### Sales & Business Development Workshops

**Provider** NBA4Business

**Description** The NBA4Business Bite-Size Workshop Programme has been designed to give busy professionals easy access to high quality, high impact, results-focussed training at an affordable price and with minimal disruption to busy diaries.

Delivered by experienced business professionals with content that has received fantastic feedback across the UK for many years, any investment you make in attending will be guaranteed to deliver a significant return in terms of skills, confidence and above all, results!

**Who Should Attend?**

Anyone responsible for sales, business development or raising the profile of their business externally. These practical, high impact workshops will develop skills, confidence and practices that will give you a competitive edge and deliver improved, sustainable results, today, tomorrow and into the future.....

#### Workshop Programme

Those in Red Are New Subjects From Those Published Earlier

Date	Title	Timing	Venue	Cost
3 <sup>rd</sup> February	Presentation Skills	9.15am – 4.45pm	Shine in Leeds	£145.00
10 <sup>th</sup> February	Social Media	9.00am – 1.00pm	Shine in Leeds	£85.00
17 <sup>th</sup> February	Prospecting for Business	9.00am – 1.00pm	Shine in Leeds	£85.00
3 <sup>rd</sup> March	Telemarketing & Telephone Sales Confidence	9.00am – 1.00pm	Shine in Leeds	£85.00
17 <sup>th</sup> March	Winning Business in Meetings	9.00am – 1.00pm	Shine in Leeds	£85.00
24 <sup>th</sup> March	Leveraging Client Relationships for Increased Sales	9.00am – 1.00pm	Shine in Leeds	£85.00
31 <sup>st</sup> March	Managing a Sales Team	9.00am – 1.00pm	Shine in Leeds	£85.00

Multi-workshop and multiple staff **discounts of 10%** are available for bookings for either three or more individual workshops (booked at the same time) and/or for companies booking three or more staff on to any one individual workshop.

**W/Shop 1      Presentation Skills & Techniques**

**Date**            **Thursday 3<sup>rd</sup> February 2011**

**Timing**         **9.15am – 4.45pm**

**Restrictions**   **Limited to 8 Participants (Maximum)**

**Overview**      Presentations take preparation, planning and practice, but effective presentations have something else – that X factor.

This highly participative, practical session (which includes delivering up to 3 presentations in a safe environment) is designed to share the secrets of effective presentation success, improving the confidence and delivery skills of all participants.

If you want to improve your presenting profile, avoid “death by PowerPoint” and impress more people along the way, this workshop is for you, covering;

- Pre-Course Personal Presentations - Practical Session
- Critique & Feedback
- Presentation Delivery Tips
- The Impact on Others?
- Structuring Any New Presentation
- Delivering a New Presentation – Practical Session
- Content is King
- PowerPoint Tips
- Other Presentation Vehicles –Not Always PowerPoint
- Revisit Initial Presentations – Practical Session

**Why?**            This workshop is aimed at anyone who delivers presentations or will be asked to do so in the future. Whatever the level of experience or exposure to presenting, this session will give you a new insight into structuring and delivering memorable presentations with impact.

From the auditorium to the boardroom, from a large audience to an intimate meeting, the skills shared here will allow you to be more confident and successful than ever before.

Considerate facilitation will also provide the safe environment in which to practice and develop these key skills.

**W/Shop 2    The Power of Social Media as a Business Development & Relationship Building Tool**

**Date**            **Thursday 10<sup>th</sup> February 2011**

**Timing**         **9.00am – 1.00pm**

**Overview**     It has long been recognised that social media such as LinkedIn, Facebook and Twitter are a fantastic medium for developing online relationships that lead to direct business in the real world.

It is also well documented that those using social media effectively are more productive in areas such as meeting planning and preparation, networking, relationship building and seeking new opportunities for exploitation.

This workshop concentrates on breaking down barriers to social media usage, de-bunking the myths that surround social media and sharing a host of practical tips that get those attending focussed on using the right forms of social media that fit their business, much more effectively.

Social media is not just for business development, but also supply chain management, recruitment and research. This session will show you how to be 100% effective in just 20 minutes a week.

- Why Social Media?
- Your LinkedIn Profile
- Your Connection Strategy
- The Power of the Group
- Commenting & Discussion Forums
- How to Manage Your LinkedIn Traffic
- LinkedIn as a Research Tool
- Facebook for Business
- Tweeting on Twitter – Why & Why Not/
- How to.....
- How to Maximise Your ROI From Social Media

**Why?**            This workshop is aimed at anyone who wants to improve their performance or that of their team in the social media arena, who wants to better understand what social media can really do for them and anyone who wants a competitive advantage in a competitive world.

**W/Shop 3    Prospecting for Business**

**Date**            **Thursday 17<sup>th</sup> February 2011**

**Timing**         **9.00am – 1.00pm**

**Overview**      Prospecting for new business is vital to the success of any company. How do you focus your efforts on those that can buy, may buy and want to buy from you?

This workshop will ensure that you manage your prospecting activities to maximum effect, improve your engagement rate, your new business generation and maximise the return on investment in this key area.

- What represents a good sales prospect?
- Who are *your* target customers / clients?
- What makes them good prospects?
- How can we access them to best effect?
- Top 20 tips for effective targeting
- What are our key sales messages to these prospects?
- What makes us better than the competition?
- How do we convert more prospects to sales?

**Why?**            This workshop is anyone involved in a business development role, whether field based or on the telephone whether responsible for pure new business or sales to existing clients and customers.

If you are seeking to improve your effectiveness and closure rates and if you want to know how to win and close more business this session is for you!

**W/Shop 4    Telemarketing & Telephone Sales Skills**

**Date**            **Thursday 3<sup>rd</sup> March 2011**

**Timing**         **9.00am – 1.00pm**

**Overview**      Hitting the telephone is almost always the least favourite job of any sales professional. Rejection, the sheer volume of calls needed to have any success, the preference for other areas of the sales process, the lack of data quality - all conspire to make pro-active telephoning a potential nightmare.....

How do you improve your skills, improve your confidence, increase your strike rate, and effectively, make fewer calls for more results?

The answer is CONTROL. This workshop session will share with you professional tips on how to deliver telephone sales excellence, today, tomorrow and into the future – guaranteed!

Covering;

- Planning an effective call session
- Scripting for telephone success
- Taking and maintaining control of each and every call
- Telephone questioning techniques
- Tone & delivery tips
- Objection management
- Beating the barriers – the PA, “put it in the post” etc
- Successful appointment setting
- Data management for long term success

**Why?**            This workshop is aimed at anyone who uses the telephone as part of their sales armoury – essentially, every sales professional.....

If you dread the thought of making those calls, if you make lots of calls and always seem to get the same reaction, if you are always being told to ring someone back in a month, or if you put the phone down and wonder how they “won”, then this workshop is for you.....

We guarantee that the practical tips and hints shared throughout the session will drive the confidence and capability of all who attend.

**W/Shop 5    Winning Business in Meetings**

**Date**            **Thursday 17<sup>th</sup> March 2011**

**Timing**         **9.00am – 1.00pm**

**Overview**      Many sales and business development representatives make a good impression and “talk the talk” but how many can truly say that they are as effective as possible when it comes to closing business and managing their pipeline?

This workshop will help you to take more control, manage sales and business development meetings more effectively and close more business.

- The psychology of selling
- Ingredients for successful meetings management
- How people make buying decisions?
- Taking & maintaining control of sales meetings
- Negotiation skills
- Closing techniques to win more business
- Pipeline management – reality or fantasy?

**Why?**            Aimed at anyone involved in a client facing role where they have to plan and attend meetings or client presentations, whether in a sales capacity for new business, for client review purposes or in a customer or client service role.

If you are seeking to improve your meeting effectiveness, take more control and manage more assertively, if you are looking to improve your client relationships and win more business face to face, this session is for you!

**W/Shop 6      Leveraging Client Relationships for Increased Business**

**Date**            **Thursday 24<sup>th</sup> March 2011**

**Timing**         **9.00am – 1.00pm**

**Overview**      The skills required to win business are very different from those required to keep it, yet in many cases sales professionals need all skills as they are responsible for both new business and account management.

This workshop looks at client management in a way that is designed to protect your business and leverage those hard won contacts into long term, sustainable relationships.

Covering;

- Where are we in our relationship?
- Are we delivering and how?
- How can we improve?
- Client management SWOT analysis
- Leveraging referrals from satisfied customers & clients
- Regular and appropriate dialogue
- The “thank you” policy
- Ringfencing against the competition

**Why?  
Attend?**         Anyone involved in a client facing or client management role with responsibility for relationship development, sales and business development and growing revenues from the client base should attend.

If you are seeking to protect your hard won contracts, to develop new business streams and revenues from existing clients and to develop and protect your sustainable relationships for the long term by improving your client relationships, this session is for you!

**W/Shop 7     Managing a Sales / Business Development Team**

**Date**            **Thursday 31<sup>st</sup> March 2011**

**Timing**         **9.00am – 1.00pm**

**Overview**     Many sales / business development managers and directors are appointed having already been successful in a sales / business development role in their own right.

However, a successful sales / business developer may not always be as successful as a sales / business development manager or director, indeed, evidence suggests that this is often far from the reality.

This session is designed to help anyone in a sales / business development management role to be more effective through harnessing their greatest asset, their people.

- Personality traits – what to look out for in your team?
- The dynamics of a successful team
- Personal v team targets
- Targets v Rewards
- Challenging KPI performance
- Handling conflict
- Performance management techniques
- Effective sales forecasting

**Why?**            Aimed at anyone involved in a sales / business development management role where they have responsibility for generating and managing sales / business development through other team members (as well as perhaps, still themselves).

If you want to be as effective a sales / business development manager or director as possible, if you want to deliver the results that the business wants and needs, but through your people, rather than just through your own efforts, then this session is for you!

## Programme Hosts

As well as being Managing Director of NBA4Business, **Nick Bramley** is an Associate Lecturer in Business and Leadership Development at Bradford University School of Management, The University of York and Leeds University School of Management as well as latterly being Chairman of the Institute of Directors North Yorkshire Branch.

Nick is a renowned Business, Management & Leadership Development Specialist with a national reputation for delivering excellence in senior level sales, business development and leadership training, coaching and mentoring.

He is also an excellent facilitator, currently working with the York Management School, University of York on developing and delivering a Peer to Peer (P2P) facilitated board for developing directors across the Yorkshire business community.

**Jayne Reid** is a very experienced business and sales director having worked at the sharp end of sales and marketing in many businesses, both large and small. She brings to life her practical experience and expertise of how to develop and deliver outstanding performance and results that deliver sustainable improvement in whatever environment she encounters.

Both Nick and Jayne work commercially and extensively across the UK, taking a practical, hands-on approach to developing and delivering, business, management, leadership and team development programmes, workshops, masterclasses and presentations that always focus on skills, confidence and results improvement.

Both knowledgeable, practical, innovative and hands-on Consultants, Nick and Jayne are renowned communicators, presenters and persuasive facilitators and orators with an extensive knowledge of the wider business environment.

Nick is also in demand as a keynote speaker at Conferences & Events. Clients include;

SES	Nestle
Northern Rail	Yorkshire Bank
National Australia Banking Group	Ventura
Many National & International Law Firms	Northern Racing Group
York & Doncaster Racecourses	Turner & Townsend
Young Enterprise Yorkshire & Humber	Engage Mutual
Herbert Walker Print Group	FDYL

A wide variety of SME Clients from across the business spectrum.....