

The University of York & Higher York Partnership “Winning New Business” Workshop Programme

A Flexible Series of Sales & Business Development Workshops

Provider The University of York

Description A four day workshop programme (with an additional stand-alone Presentation Skills Workshop) designed to develop the sales and business development skills of individuals already engaged in and across the sales and business development cycle. Ideally accessed as a full 4 day programme, the individual workshops also work as stand-alone modules if required or necessary.

Costs The “**Winning New Business**” Workshop Programme is funded to the value of 60%, making this an excellent value opportunity to access high quality sales training at a fraction of the normal market cost.

For a qualifying business, the individual workshop cost per delegate is **only £78.00**.

Most businesses based in Yorkshire and the Humber area will be a “qualifying” business with the exception of public sector bodies.

Who Should Attend?

These Workshops are aimed at Owner Managers, Sales Managers, Sales Consultants, Business Development Managers, Sales Associates, Account Management, Client Development Representatives & Customer Service Representatives involved in any part of the process required to deliver improved sales and business development success to their organisation.

Why?

This Workshop Programme has already been delivered to many businesses across the Yorkshire & Humber region and has received fantastic feedback for the practicality and effectiveness of the content. Delivered by sales and business development specialists, participation will give you the insight, skills and confidence to be more effective, more confident and generate more results in whatever sales or business development environment you operate in.

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W/Shop 1 Winning New Business: Networking with Skill & Confidence

Date Monday 13th September

Timing 9.30am – 4.00pm

Overview Networking is a recognised and effective sales and business development tool in the armoury of many organisations, yet many people neither enjoy networking, nor do they have the confidence or skills to represent their businesses effectively at networking events.

What about online networking? The capacity of LinkedIn to deliver results, the use of Facebook for your business.....

What is your strategy for both direct and online networking and does it work? Could it or should it be different, or more effective?

Covering;

- Principles of Networking
- Entering the Networking Zone with Confidence
- Making Your Opening Shot Memorable
- Giving Your Presentation Impact
- Your Networking Event Plan
- Working the Room with Ease
- Approaching Solo's / Pairs / Groups
- Parking, Dumping & Moving On
- Round Table Networking
- Where & When to Network?
- Your Online Networking Strategy – LinkedIn & Facebook
- Building Networking Momentum

Why? This highly participative Workshop will share a host of practical hints, tips and ideas for putting any networking that you do (or should do) at the heart of your sales and business development strategy.

If you want to know how to develop an effective networking strategy, how to make the most of each networking opportunity, how to build effective networking relationships that work - both directly and online - this Workshop is for you.

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W/Shop 2 Winning New Business: Prospecting & Appointment Setting

Date Tuesday 5th October 2010

Timing 9.15am – 4.45pm

Overview Prospecting for new business is obviously vital to the success of any company - but when your potential client or customer base is wide and varied, where do you start and where do you concentrate your efforts for maximum success?

If you sell business to business, how do you differentiate yourself from the competition to grab the attention of a prospective client or customer, converting any conversation or opportunity into a genuine business opportunity via a qualified sales appointment?

Covering;

- Who are your target customers / clients?
- How can we access them to best effect?
- The Top 10 Prospecting tools
- What makes us better than the competition?
- How do we present this differentiation?
- Scripting for telephone success
- Telephone questioning techniques
- Objection management
- Beating the barriers – the PA, “put it in the post” etc
- Closing the deal - successful appointment setting
- Data management for long term success

Why? This highly participative Workshop will ensure that you manage your new business prospecting activities to maximum effect, improve your engagement rate, your appointment conversion rate and maximise your return on investment in this key area.

We will share with you a host of practical hints, tips and ideas for developing and managing effective prospecting initiatives and “campaigns” to grow your new business from both new *and* existing clients and customers alike.

If you want to know how to win more qualified business appointments, reduce the burden and drudgery of “cold calling” marathons and improve your telephone sales performance - this Workshop is for you.

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W/Shop 3 Presenting With Skill & Confidence

Date Thursday 4th November 2010

Timing 9.00am – 5.00pm (depending on final numbers)

Numbers Strictly Limited to a Maximum of 10 Participants

Overview We all have to make presentations as part of our everyday business life, whether internally to colleagues and peers, as part of a business development or sales pitch, or at conferences and similar events. Not all presentations will be business development or sales related, but all are important – important to deliver with confidence, poise and clarity.

All presentations take preparation, planning and practice, but effective presentations have something else – that **X-Factor**.

This highly participative, practical session (which includes developing and delivering up to 3 individual or team presentations) is designed to share the secrets of effective presentation success, improving the confidence, structuring capability and delivery skills of all participants.

Covering;

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

Why? Whatever your experience this session will give you a new insight into structuring and delivering memorable presentations that always connect with the audience and always have that **X-Factor**.

If you want to improve your presenting profile, impress more people along the way, and become a more confident and relaxed presenter as a result - this Workshop is for you.

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W/Shop 4 Winning New Business: Converting Appointments to Business

Date **Thursday 11th November 2010**

Timing **9.15am – 4.45pm**

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

How do you negotiate the best price for your product or service, manage the meeting to your agenda and develop a genuine pipeline of potential business for today, tomorrow and the future?

Covering;

- How are you viewed by prospective clients & customers?
- The psychology of selling
- Ingredients for successful meetings management
- How people make buying decisions?
- Taking & maintaining control of sales meetings
- Negotiation skills
- Call patterns to maximise the relationship
- Time & territory management
- Closing techniques to win more business
- Pipeline management – reality or fantasy?
- Leveraging referrals from satisfied customers & clients

Why? If you close less than 1 in 2 of your business meetings to actual sales, then you will benefit significantly from participating in this interactive Workshop.

Packed with practical hints and tips to improve your meetings management and closing skills still further, you will leave this session raring to get at your next new business opportunity. We will even show you how to prioritise follow-up activities towards opportunities that are most likely to close, not necessarily those where the meetings were the most enjoyable.

If you want to be more productive, more effective, close (and keep) more business - this Workshop is for you.

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W/Shop 5 Winning New Business: Managing a Winning Sales Team

Date Thursday 2nd December 2010

Timing 9.15am – 4.45pm

Overview Many Sales Managers and Directors are appointed having already been successful in a sales role in their own right. However, a successful sales person may not always be as successful as a Sales Manager.

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

Covering;

- Manager v leader?
- Engaging with the team
- Personality traits – what to look out for?
- How to understand self and impact of self on others?
- Prioritising self v team
- How your leadership style can drive success
- You as the team captain
- Situational leadership analysis
- The dynamics of successful team
- Handling conflict
- Coaching for success
- Helping the team to G.R.O.W.
- Sales forecasting

Why? The people in any business are its greatest asset, never more so than in a sales environment where strong personalities, competitive instinct and a hunger for success can be a difficult environment in which to manage and operate effectively.

To harness the strength of both the individuals and the overall team takes skill, confidence, and a not insignificant level of self belief and strength. You need to know when to praise and when to push, when to use carrot and when to use stick?

If you want stop the cycle of feast and famine in terms of your results, if you want your sales or business development team to excel and exceed expectations – this Workshop is for you.

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Don't Just Take Our Word For It.....

The following are just a few testimonials from business development professionals, business owners and managers who have already experienced this fantastic programme with and for their businesses.

“I just wanted to let you know that Rachel said that yesterday's course was the BEST she has ever been on! High praise indeed!

She really enjoyed it, learnt lots and cannot wait to put it all into practice. She could not believe how much energy and enthusiasm you managed to give the group throughout the day, especially with such a lot to cover and with such a diverse range of delegates”.

Claire Morley-Jones
Managing Director, HR180

“We have sent a number of our business development team on a number of these sessions and the feedback has been unanimously excellent – even from the most experienced of them.

The focussed, dynamic and professional approach of the Workshop Hosts has been invaluable in supporting our continued drive towards even better development of our team and we have seen a significant improvement in confidence from all of those participating. We can only highly recommend these sessions”.

Lisa Stevenson
HR Director, SES

“With a number of our team having attended the early 2010 Workshops, we cannot wait for the Autumn Programme to access more of the same high quality, effective training for other team members who missed the earlier sessions.

The feedback has been fantastic and the confidence and results of those who have attended has increased measurably as a result”.

Jonathan Abbott
Founder & Big Cheese, Scarlett Abbott

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Programme Host - Sales & Business Development Specialist



Nick Bramley is an Associate Lecturer in Sales & Business Development at the University of York. He is also Managing Director of NBA4Business, one of the UK's leading Sales & Business Development Consultancies & Training Providers.

In addition to his University of York relationship, Nick is also an Associate Lecturer in Sales & Business Development at Bradford University School of Management and Leeds University Business School as well as latterly being a Branch Chairman of the Institute of Directors, one of the UK's leading senior management representative organisations.

Nick is a renowned Sales & Business Development Specialist with a national reputation for delivering performance improvement in sales and business development from analysis and strategy development through to the development and delivery of training, coaching and mentoring programmes to deliver sustainable performance improvement.

Workshop Host & Facilitator

Nick facilitates and delivers fantastic Workshops and Presentations covering many areas of Sales & Business Development. His sessions are always tailored to the audience and always managed and delivered in an engaging, informative, enlightening and inspiring manner that is 100% memorable and 100% effective.....

All Workshops and Presentations focus on tips, hints, insights and practical advice on how to grow your business and improve your business performance – relevant to all businesses.....

He has spoken regionally, nationally and internationally and has a deserved reputation as a persuasive orator, effective communicator and an added value Keynote Speaker. Recent regional gigs have included the likes of Venturefest 2010, the Yorkshire Business Market, the CKMA, The Chartered Institute of Building and the IoD.

In Nick Bramley, you will be engaging with a Workshop Host and Presenter that will add significant value and provide all delegates with a measurable and sustainable return on investment, an investment in their businesses, their processes and their biggest asset, their team.....

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