

## POWERHOUSE SALES PROGRAMMES FOR GROWTH

- 1 Consultative Selling (with Insight)**
- 2 Negotiation programme**
- 3 Team building (Belbin)**
- 4 Sales management**
- 5 Trusted consultant (sales for non-sales)**
- 6 Winning presentations**
- 7 Winning proposals**
- 8 Key account development (Cross-Selling)**
- 9 Winning, large complex sales**
- 10 Telephone Sales Skills**

### 1 CONSULTATIVE SELLING (WITH INSIGHT)

The programme develops the necessary client skills to stand out in competitive markets. Clients need sales professionals that bring them ideas they can use and helps them identify problems and opportunities they can solve.

- **Offers clients unique perspectives**
- **Asks powerful questions**
- **Knows the customers priorities and business drivers**
- **Maintains the sales initiative**

### 2 NEGOTIATION PROGRAMME

Reaching better agreements with clients and internal stakeholders by using a collaborative negotiation approach. Dealing with difficult negotiators without sacrificing a reasonable outcome or damaging the relationship.

The benefits are that your people will be more confident in their negotiations and will have the tools to produce better commercial and relationship outcomes.

### 3 TEAM BUILDING (BELBIN)

These workshops will help you to understand and leverage the strengths of the team, helping you to develop high performance teams. By profiling each individual, we can help everyone

understand how they can best contribute to the team. The programme builds morale and identifies where there are opportunities for the team to work smarter.

### 4 SALES MANAGEMENT

Through coaching and workshops, we help you with the tools, behaviors and processes necessary to pro-actively manage your sales team. This helps sales managers to really add value to their

people and lead their teams, moving beyond just being the "sales forecast analyser and barrier buster".

### 5 TRUSTED CONSULTANT (SALES FOR NON-SALES)

With many non-sales people being involved in the front-line of delivery and pre-sales activity with clients, they are increasingly being seen as an important element of both client retention and client development. This programme helps

participants to develop a 'trusted 'consultant' mind set and skills which enables them to build better relationships with clients based on adding value and having a client focused mind set.

## 6 WINNING PRESENTATIONS

To improve the skills of your people to deliver more compelling and persuasive presentations to win and retain more business. In this highly competitive market business can be won and lost on the final pitch so it is critical to ensure both

the presenters and the pitch are the very best. This programme has been designed to develop people in the pressurised environment of a real pitch and create a sense of competition between participants while still building confidence.

## 7 WINNING PROPOSALS

The programme enables participants to answer critical questions within each proposal: What is the client's specific opportunity or problem? What is the value and impact of what you are going

to do for the client? Who is the economic buyer? And ultimately, how will you develop a powerful, differentiated proposal that your client wants to buy and beats the competition?

## 8 KEY ACCOUNT DEVELOPMENT (CROSS-SELLING)

Companies that execute Account Management enjoy greater revenue, profit and retention than those that do not. Powerhouse Partnership helps clients succeed with Account Management in two ways:

- **Consultancy and advisory services, to help build, implement and improve Account Management initiatives**
- **Training in Account Management to help your teams build skills and knowledge to retain and maximise growth from their key accounts.**

## 9 WINNING, LARGE COMPLEX SALES

With multiple buyers and competitors, winning large deals takes careful planning and needs great team work. This programme introduces a planning tool that enables people to rigorously

qualify and capture critical client insight and develop a winning strategy. Your team will each work with their most important opportunities and progress them through the programme.

## 10 TELEPHONE SALES SKILLS

Getting past gate keepers and keeping the interest of busy clients has become harder. Participants will have access to tried and tested call handling processes and techniques that are proven to get more appointments and sales.

They will receive one to one coaching and mentoring from our leading expert to hone their individual outbound calling technique. They will have the unique opportunity to create rapport through vocal matching and mirroring development using **Sound forge** technology.

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