

## Are these challenges familiar to you?

Our clients constantly tell us that three key challenges are:



- We work in an ever-changing environment and need to enhance our **skills** to stay ahead, for today and tomorrow
- We need to maintain and develop a positive **mindset** to say “Yes” to the changes we face and create
- We need to **influence** others in highly effective ways to have greater impact and generate immediate **results**



Hansen Beck delivers behavioural-based change and people development programmes. Our partner network, across 25 countries and 5 continents, has over 300 years combined training experience gathered in leading positions in a broad range of companies and sectors, from all over the globe. Our programmes have been tried and tested over the past 50 years for board directors to front line sales and engineers.

## Why Hansen Beck?

Hansen Beck enables you to **explore** your strengths and potential, **master** your skills and **deliver** tangible results. Our expertise will stimulate your desire to learn and change, whilst enhancing your ability to transfer understanding into positive action. Our training will enable you to immediately put your learning into practise in your everyday professional and personal life.



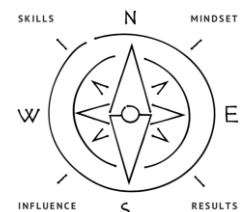
## Who are our participants?



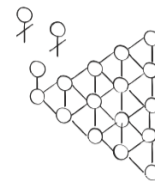
You are an accomplished professional who wants to develop yourself holistically, without being lectured. You want to be engaged and stimulated to look at things from a different perspective. You are open to new ideas and willing, with our support, to step out of your comfort zone. Although busy, you see the benefit of investing one day per month over a series of months (depending on programme) so you can walk away with a broad range of tangible, practical skills, and a confident, positive approach to your challenges.

## What is included in your training?

- |                                            |                                |
|--------------------------------------------|--------------------------------|
| ↗ Motivating and interactive training days | ↗ Group discussions            |
| ↗ Roleplays & simulations                  | ↗ Presentations                |
| ↗ Feedback from peers and trainer          | ↗ Action Plans between modules |
| ↗ Full documentation and supporting texts  | ↗ Memory sheets & cards        |
| ↗ Individual coaching                      | ↗ Digital support              |



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## Programme Overview - Sales Excellence 1

	Key Topics	Visible Changes
<b>Module 1 – Only Actions Generate Results</b>	<ul style="list-style-type: none"> <li>↗ The role of the Salesperson</li> <li>↗ Objective setting</li> <li>↗ Understanding influence</li> <li>↗ Positive first impressions</li> <li>↗ Presenting effectively</li> <li>↗ Selling benefits</li> <li>↗ Questions that establish need</li> <li>↗ Conscious listening</li> </ul>	<ul style="list-style-type: none"> <li>↗ Increased energy</li> <li>↗ Greater motivation and resilience</li> <li>↗ Better preparation</li> <li>↗ Boosted self-confidence &amp; self-awareness</li> <li>↗ More effective questioning and listening</li> </ul>
<b>Module 2 – The Different Paths to Success</b>	<ul style="list-style-type: none"> <li>↗ Progress report on results achieved</li> <li>↗ Problem solving and creative thinking</li> <li>↗ Selling benefits</li> <li>↗ The focussed sales conversation</li> <li>↗ Negotiation Skills</li> <li>↗ Enhanced presentations</li> <li>↗ Delivering difficult messages</li> </ul>	<ul style="list-style-type: none"> <li>↗ Increased customer buy-in</li> <li>↗ Willingness to tackle difficult situations</li> <li>↗ Trying new approaches</li> <li>↗ Positive negotiation and influence</li> <li>↗ Confident and convincing presentations</li> </ul>
<b>Module 3 – Delivering Results</b>	<ul style="list-style-type: none"> <li>↗ Progress report on results achieved</li> <li>↗ Building long-term partnerships</li> <li>↗ Selling value</li> <li>↗ Negotiating price</li> <li>↗ Telephone appointment-making</li> <li>↗ Written proposals</li> <li>↗ The sales presentation</li> </ul>	<ul style="list-style-type: none"> <li>↗ Building personal relationships with clients</li> <li>↗ Higher impact proposals</li> <li>↗ Withstanding the price challenge</li> <li>↗ Increased sales margin</li> <li>↗ Greater motivation and confidence to make calls and generate appointments</li> </ul>
<b>Module 4 – Winning &amp; Keeping Customers</b>	<ul style="list-style-type: none"> <li>↗ Progress report on results achieved</li> <li>↗ Gaining personal commitment</li> <li>↗ Closing the sale</li> <li>↗ Non-verbal communication</li> <li>↗ Complaints as opportunities</li> </ul>	<ul style="list-style-type: none"> <li>↗ Shorter sales cycle</li> <li>↗ Better pipeline management</li> <li>↗ Higher percentage of closes</li> <li>↗ Greater awareness of non-verbal signals</li> <li>↗ Better customer retention</li> </ul>
<b>Module 5 – Increased Personal Effectiveness</b>	<ul style="list-style-type: none"> <li>↗ Progress report on results achieved</li> <li>↗ Selling as equal partners</li> <li>↗ Priority management</li> <li>↗ Minimising distractions</li> <li>↗ Personal development commitments</li> </ul>	<ul style="list-style-type: none"> <li>↗ Increased credibility with decision-makers</li> <li>↗ Better focus and prioritisation</li> <li>↗ Effective planning</li> <li>↗ Commitment to personal development</li> </ul>



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