

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.



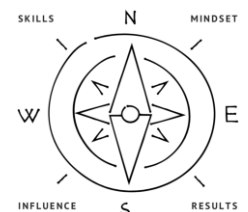
Who are our participants?



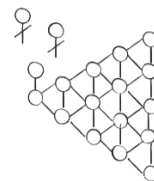
You are an accomplished professional who wants to develop yourself holistically, without being lectured. You want to be engaged and stimulated to look at things from a different perspective. You are open to new ideas and willing, with our support, to step out of your comfort zone. Although busy, you 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?

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| ↗ 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 2

	Key Topics	Visible Changes
Module 1 – From Salesperson to Partner	<ul style="list-style-type: none"> ↗ Presentation of action plan results ↗ Challenging the status quo ↗ Selling objectives ↗ The catastrophic point ↗ Stress management and conflict management ↗ Addressing participants' sales challenges and case studies (analysis, coaching/mentoring, and action planning) 	<ul style="list-style-type: none"> ↗ Accepting the customer's perspective ↗ Greater focus on win/win solutions ↗ Going deeper to really understand the customer's drivers ↗ Greater willingness to push the customer's thinking
Module 2 – Understanding, recognising and influencing through Personal Preference	<ul style="list-style-type: none"> ↗ Progress report on results achieved ↗ The laws of perception and its impact on the connection with others ↗ Understanding preference and its impact on our own behaviour ↗ Recognising and adapting to the personal preference of customers ↗ Visions for successful strategic selling and account management ↗ Strategic selling - the ideal customer 	<ul style="list-style-type: none"> ↗ Greater self-awareness ↗ Ability to recognise the preference of others ↗ Flexibility to adapt own style and behaviour to have a greater influence and impact on others ↗ Greater clarity on which accounts, prospects, and sales projects to prioritise
Module 3 – Creating the Future	<ul style="list-style-type: none"> ↗ Progress report on results achieved ↗ Strategic selling - the buying influencers ↗ Analysis of key accounts/prospects and plans to develop them ↗ Analysis of past/current deals and identification of deal breakers ↗ Dealing with limiting beliefs ↗ Addressing participants' sales challenges and case studies (analysis, coaching/mentoring, and action planning) ↗ What would have to happen to double your sales? ↗ Keeping personal development going ↗ Commitments and action plan 	<ul style="list-style-type: none"> ↗ Improved strategic planning and development of wider network of relevant contacts within accounts ↗ More complete identification of the reasons for buying/not buying ↗ Resolution of specific problem areas ↗ Improved strategic planning ↗ Additional changes based on tailored content

