

SALES, MARKETING AND SMART CALLS



Agility People Service
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SALES, MARKETING AND SMART CALLS £49.00 per session total of £1029.00 plus VAT Terms and Conditions apply	
SALES, MARKETING AND SMART CALLS	
For booking or more information on this course, contact Agility on 01642 697690, or email c.scotchbrook@agility.uk.com https://www.agility.uk.com	
Who is this course for:	
These training sessions are for those new to the area of sales, marketing and SMART calls or those who want to work in the area or those who want to develop their skills in the area. This Sales, Marketing and SMART calls training course will develop the skills and knowledge of SMART calls, Sales, and Marketing Plans. For learners that complete all the sessions (or most) of the course, will have the skills and knowledge to complete a matrix of Sales and Marketing selling or influence points for plans and scripts.	
What is the course made up of:	
There are 21 training session for the learner to attend which is usually attended weekly however flexibility is available. Learners will need to attend training sessions and complete exercises away from the training venue, in the form of guided hours. An Agility People Service certificate of attendance with Continuous Professional Development (CPD) recorded hours will be offered for learners who attend sessions and employers who send employees to training will also receive (grouped employees named) certificate of attendance and CPD recorded hours.	
Venue:	
Training is delivered in our well-equipped training rooms of resources, (address below) which has flipchart, whiteboards, projector, online, computers, IT, IT support, Telephones, Telecoms support, books, training resources, games and puzzles, pens, paper etc and a training portal "CLASSBOOK". A range of unique games and icebreakers will be used for this course.	

Agility People Services Brunel House, Brunel Road, Middlesbrough TS6 6JA Other arrangements of venues available subject to terms and conditions.					
Aim and objectives:					
The aim and objectives of this Sales, Marketing and SMART calls training course is to identify your company's unique selling points (plural) and make them your competitive edges over your competitors in sales and marketing. Learners will learn a range of Sales and Marketing skills and knowledge including but not exhaustive steering, influencers, motivators, negotiation, and communication further details in each session.					
Training Methods:					
There are a range of training methods to be used on each session which will be a blend of and including but is not exhaustive, icebreakers, puzzles, Power Point, Sales Video, Exercises, step-in, step-out and step-back, flipchart, whiteboard, team exercises, peer exercises, individual exercises, the internet, multiple choice exercises, votes, emotional learning, action learning, and many more.					
Assessment Methods:					
Assessment methods for this course are both formative and summative, by socratic questions in the training room, completed exercises, attendance and participation, peer assessments, and observations of step-in, step-out and step-back exercises. All the Learning Outcome Aims and Objectives areas, will be assessment before moving on to the next workshop. There will also be periodic assessment in the form of tests, of the Learning Outcome Aims and Objectives areas. Assessments will achieve points for participation.					
Achievement levels to attain:					
Skills and knowledge Transfer or lateral skills and knowledge of on-the-job Practices skills Sales and Marketing Matrix plans Attendance certificate Continuous Professional Development record hours Session Assessment Points End of the course acumination of Assessment Points.					
No:	Course Session title:	Training Method	Assessment Possible Points Value:	Attendance Hours:	GLH:
1	Sales Knowledge theory and recruitment	Blend	3	2	2
2	The first 10 seconds and Positive and Negative telephone calls.	Blend	3	2	2
3	Value Added in Sales, Marketing and Scripts	Blend	3	2	2
4	Language to steer and influence sales, marketing and scripts.	Blend	3	2	2
5	Making Sales and Marketing memorable	Blend	3	2	2

No	Course Session title:	Training Method	Assessment Possible Points Value:	Attendance Hours:	GLH:
6	Four or more Showstoppers to Sales, Marketing and calls.	Blend	3	2	2
7	Features, Benefits, Value Added, Competitive Edge and Benchmark.	Blend	3	2	2
8	Assumption problem questions and Using Questions	Blend	3	2	2
9	Loaded questions and Iceberg questions.	Blend	3	2	2
10	Quantifying product Needs, Pains, Problems, and Desires	Blend	3	2	2
11	Furthering the conversation and negotiation skills	Blend	3	2	2
12	Listening, Communication and negotiation skills	Blend	3	2	2
13	Next steps and Negotiation skills	Blend	3	2	2
14	Influencing People and Sales and Marketing	Blend	3	2	2
15	Making Sales and Marketing in the employee's comfort zone	Blend	3	2	2
16	Influencing people and Commitments	Blend	3	2	2
17	Asking for future Sales commitments	Blend	3	2	2
18	Analysing your successes – What are you now doing right and what do you need to improve on.	Blend	3	2	2
19	Call to Action	Blend	3	2	2
20	Call For Action - Notes from calls	Blend	3	2	2
21	Matrix for Sales and Marketing plans.	Blend	3	2	2

