

INSPIRE

THE SALES TRAINING PROGRAMME

INSPIRE (verb):

*To make someone feel that they want
to do something and can do it*

ACHIEVE YOUR TRUE POTENTIAL

DJR Marketing works alongside companies to help their sales staff achieve the best results possible, through the implementation of INSPIRE, The Sales Training and Development Programme.

TOPICS CAN INCLUDE, BUT ARE NOT LIMITED TO:



Sales Team Performance Analysis:

Evaluating how well a sales team is performing and contributing to business success.

Personality Disc Profile:

Personality profiling will identify the different ways to communicate with different personality profiles.

Goal Setting - SMART:

Establishing specific, measurable, achievable, realistic and time-targeted (S.M.A.R.T) goals.



Sales Cycle:

An understanding of the sales process with an approach to selling a product or service effectively.

Product Knowledge:

An understanding of a product or service that might include having acquired information about its application, function, features, use and support requirements.



Writing A Communication Framework:

This will help you to write a bespoke communication framework using tried and tested methods.



If you would like to discuss how DJR Marketing can help please call 01902 716869

info@djrmarketing.co.uk

01902 716869

www.djrmarketing.co.uk

LET US HELP YOU EXCEED YOUR SALES TARGET

The aim of the programme is to enhance your employee's sales skills, which will enable them to be more productive and therefore close more sales.



Memorising Communication Frameworks:

An understanding of the importance of a communication framework and ways to memorise it and say it naturally.



Data Cleansing:

This is the foundation of all successful sales campaigns. How to gain the contact details of the correct decision maker.

Getting Past Receptionists - Gatekeeper:

Techniques of how to get past the receptionist to get to the person you need to talk to.

Speaking To The Decision Maker:

Being prepared when talking to the decision maker is very important as you get one shot to get this right.

Introducing Goods & Services:

The introduction for any product or service is very important. Understand how to introduce your goods and why, USP's.



Building Rapport:

How to build a relationship with the receptionist and the decision maker.



Asking Questions - Finding Pain:

To win most new clients, you are most likely pinching this from your competitors. To do this, the customer must be unhappy with some aspect of their current relationship. We will teach you how to do this.

Listening Skills:

An understanding of how to listen and what the prospect is REALLY saying.

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EXCEED YOUR SALES GOALS.

Buying Signals:

Can you identify a buying signal? Most sales people can't and this leads to overselling and losing the sale. This will give you an understanding of how to identify buying signals to get that sale.



Painting Pictures:

Marketing over the phone is difficult because people can't see your facial expressions, so you have to paint a picture which will capture their interest through describing words.

Overcoming Objections:

An understanding what obstacles you will come across and the best way to deal with them to close. It's all about confidence and product knowledge.



Closing:

An understanding of how important the close is and how to close before losing the sale and how not to oversell.

After-Sales Services:

Ever had a sure sale, only for the buyer to change their mind. This section will help you never lose a closed sale again.



Referrals:

The lifeblood of every top sales person. Referrals are the best and easiest way to grow your business.

To find out how the highly experienced and award-winning DJR Marketing team can help you exceed your targets, please call now on: 01902 716869 and speak to Daniel Reilly