

Close That Deal!

Business Development & Sales Training



“Close That Deal!” is an advanced one-day intensive and highly interactive training workshop designed to enhance executive sales skills when dealing many different audiences including: existing and new clients; suppliers; and colleagues!

Participants Learn How To ...

- Identify sales opportunities
- Engage with new and existing customers
- Cold call new prospects
- Promote and cross sell other departments within the company
- Ask the right questions
- Drive sales through proven branding and marketing principles
- Marry brand benefits with buyer needs
- Close deals!

Workshop Content

Delegates are encouraged to use real examples as course material.

The workshop focuses on four main areas:

I. The Sales Process ... Covering: Get Yourself Accepted; Opening Desire Statements; How To Ask The Right Questions; Pre Close Techniques; Marriage Of Ideas; The Close.

II. Marketing Principles ... Covering an overview of core marketing principles and concepts – enhancing the whole selling process. Principles covered are: Brand Essence Development; Product Lifecycles; Boston Matrix; and Ansoff Matrix.

III. Cold Calling ... Covering: How To Deal With ... I'm not interested; I'm too busy right now; Just fax me some info and I'll keep it on file; The price is too high, or I don't have the budget; You'll be wasting your time if you pitch me; We're currently using someone else and we're happy; I can get it cheaper somewhere else; I need to talk to my partner, boss, or VP; I need to wait on this, or I need to think about it.

IV. Negotiating ... Covering : understanding the bargaining arena and looking for buying signals ; and helping delegates get a better understanding of negotiating techniques.

Close That Deal!

Business Development & Sales Training



Training Sessions

1 x Day Session is available and includes ...

- Individual course packs for each participant
- Tailored schedule
- Use of "Live" projects – we make the course material your inbox – use the course to develop new strategies and grow your business

Sample Agenda

Below is an outline of our day course ...

09.00 – 09.15am	Introductions & Group Objectives
09.15 – 10.00am	Section I: Defining The Sales Process
10.00 – 12.00am	Section II: Marketing Principles: Approaching Sales Targets Classic Sales Process/The Rules Of Professional Selling Methods Of Closing & Not Closing
12.00 – 15.00pm	Improving Sales Through Brand Essence - The USP Marketing Principles – Product Life Cycles; Boston & Ansoff Matrices
15.00 – 16.00pm	Section III: Introducing Negotiation - Definitions Bargaining Arena; Principles; and Tactics
16.00 – 17.00pm	Section IV: How To Cold Call

The Trainers

Nigel Jones is Founder and Managing Director of The Purple Tangerine. He has trained 100s of executives from companies including: adidas, Bausch & Lomb, Disney, Kingfisher, Motorola as well as celebrities such as Marat Safin and Ellen MacArthur.

For Further Information

Nigel Jones, Managing Director, The Purple Tangerine Limited
+44 (0)7980 213 122/ +44 (0)1233 712 899