

“ Sales are contingent upon the attitude of the salesman - not the attitude of the prospect.” ”

Sales Training Courses

Professional Development Training has a specialised division of Sales Training experts that will tailor the delivery of any of the courses to be specific to your situation and learning needs

Sales Training Courses

- Active Listening Training-The secret of great communicators!
- Writing Winning Proposals Training Course
- Reading Body Language Sales Training
- Effective Prospecting Sales Training
- Sales Training Course
- Sales Training for Call Centres Training
- Call Centre Training: Sales and Customer Service Training for Call Centres
- Influence and Persuasion at Work Training
- Retail Sales Training
- Overcoming Objections Sales Training
- Pitch Proposal and Presentation Sales Training

Our trainer Kirsty was excellent, she listened to how our business operates & made the content more relevant to us. Also listened to what we hoped to achieve & added extra content to suit. Excellent, fun, stimulating and entirely appropriate for my needs. Thank You

Public Class Participant - Time Management



Accelerate Business Growth by Mastering the Art & Craft of Selling

Professional Development Training has a specialised division of Sales Training experts that will tailor the delivery of any of the courses to be specific to your situation and learning needs. Our extensive curriculum in Sales Training, outstanding depth of trainers across the country and diverse range of industry experience means that pd training is the best choice for Sales Training courses. pd training will exceed your expectations and help you achieve the results you are seeking.

In-House Training

Public Courses

In-House Training Benefits:

- Tailored to your needs and goals
- Cost-effective - from \$140 per person (full-day)
- You choose the day, place and time
- Greatest impact in the shortest time
- Great team building opportunity
- Convenient - Employees do not need to go off-site

Tailored Delivery – Standard

We will always tailor the delivery of your In-House Training course to ensure it is relevant to your team and targeted at your learning goals. We can incorporate your company's examples and terminology to ensure that the training can be directly related back to your workplace. This is standard and included in the price.

The "1-hour Motivator" Training Sessions

These 60-90 minute sessions are highly motivating and thought-provoking - ideal for those people who need to fit training in around a busy work schedule - great as an early morning kick-start or lunchtime boost!

Full-day Short Courses

1-day and 2-day short courses are delivered with a unique focus on 80% activities 20% content - just the way learning should be!

The "3-hour Power" Sessions

3-hour power sessions are a great solution when you have very specific outcomes you are targeting, or if scheduling the team to be off the job for a whole day is proving to be a challenge!

Conferences and Workshops

Do you want your conference to be memorable, fun, interactive and be a real highlight? pd training's dynamic trainers can add that flair, excitement and much more!

Expert Trainers

"While you are training with us, you receive experiential training from an expert in their field which ensures you can apply what you have learned directly back to your workplace. When you are training with us, you are there to learn from the trainer, not the manual!"

Training Style:

Your course will be activity-based learning. You receive some background theory, and then spend most of the time working together and with the trainer to apply the concepts to workplace situations that are applicable to your specific situation.

Class Size:

Classes are an average of 6 people, max of 12. We keep classes small to ensure the trainer can work with each participant to tailor each activity to be relevant to each person's workplace/common scenarios.

Where:

Sydney, Melbourne, Brisbane, Canberra, Adelaide, Perth, Parramatta.

Scheduling & Times:

Classes run from 9:00am - 4:30pm each day

Quality Lunch (tell us your dietary requirements)

Comprehensive up-to-date courseware

Practical & Real - Activities tailored to you...

Training is much more effective and enjoyable if you can apply the concepts you learn directly to your own circumstances. So the trainer will change textbook activities to be relevant to you.

For example:

If the example activity is based in a retail setting, but you work in a customer service call-centre, we will adapt activities to reflect the culture of a call-centre environment, so your team will be learning relational tools and techniques that really make sense to their world. Helping you learn today, and

Fun & Relaxed - Laugh while you learn...

Our relaxed and practical approach with experienced trainers that like to 'have a laugh' will ensure you enjoy the experience of learning as much as you enjoy acquiring new skills that help you perform better.

Yes, lunch is free - and we all like a free lunch. However, the highlight of your course will be the learning experience - not the break!



Customised, Interactive
and Practical

Each course involves about 20 activities each day to assist practical skill development and understanding of concepts. Training is customised according to the requirements of the participants for maximum benefit.

Considering your needs, pd training has made Administration available at your place, online and at various locations across Australia. The courses are designed to be of short-duration, lively, informal and highly valuable.



Making Training
Accessible



World Leading
Reinforcement
Framework

Reinforcement Package

- Training Booster Reinforcement System
- Free Re-sit
- eHelpDesk Support
- Bonus Supplementary eLearning
- Quick Reference Job Aid
- Hours of Business Video content



Active listening is the key to effective communication.

In this Active Listening training course you will learn how to listen, understand and then respond. Using these techniques you will become a more effective communicator in all situations.

Pd training's active listening training course is available now in Brisbane, Sydney, Melbourne, Adelaide, Canberra, Parramatta and Perth.

Active Listening Training-The secret of great communicators! Course Outline

Foreword:

Effective listening is actively absorbing the information given to you by a speaker, showing that you are listening and interested and providing feedback to the speaker so that he or she knows the message was received.

This fun and interactive **Active Listening Skills Training Program** will provide practical skills and knowledge that you will transform your personal and professional interactions and lead to more rewarding and meaningful communication.

Outcomes:

In this course participants will:

- Engage more effectively through actively listening
- Understand the difference between 'hearing' and 'listening'
- Learn the techniques to listen actively
- Increase their awareness of communication behaviours
- Understand how emotions effect their ability to listen
- Learn to paraphrase and restate for clarification
- Be able to manage and encourage constructive collaboration

Active Listening Training Course - Lesson 1

How Well do you Actively Listen?

- Let's test your active listening ability
- Why are you not listening to me?
- Our inner voice-over rule

Active Listening Training Course - Lesson 2

What affects Listening?

- The role of the speaker
- The role of the listener
- Reading non-verbal communication
- Using questioning skills
- Feedback

Active Listening Training Course - Lesson 3

Determine your Communication Behaviours

- Establish your behavioural style in different situations
- Do you give up or bulldoze through?
- But isn't your way right?

Active Listening Training Course - Lesson 4

High Emotion - Low Intelligence

- So what does it mean when I become emotional?
- How does it affect my listening skills?
- How does it affect the listening skills of others?

Active Listening Training Course - Lesson 5

Steps to Improve your Active Listening

- Learn to live in the moment
- Learn to like/love/gain respect
- Listening is also interpreting

Active Listening Training Course - Lesson 6

Tips and Tricks to Manage a Brainstorming Environment

- Stay in control
- Generate better ideas through collaboration

Sales Success



The competition in the marketplace is increasing as margins decrease and consumers become more discerning. This Sales Training course from pd training will help to increase sales, gain loyal customers, overcome objections, and grow a business with professionalism and enthusiasm.

This dynamic training course is available now throughout Australia including, Brisbane, Sydney, Parramatta, Melbourne, Adelaide, Canberra and Perth.

Sales Training Course Course Outline

Foreword:

Today's marketplace is highly competitive and every organization is looking for a larger share of the market. In an economy where the customer is king, how do sales representatives position the features and benefits of the products/services they sell?

Providing sales training plays an important role in helping sales representatives practice and hone their selling skills. This **Sales Training Course** helps sharpen the skills of even experienced sales representatives enabling them to take advantage of sales opportunities and aggressively expand the business. By providing an environment where they can make mistakes and learn from them, organization's can benefit from having sales representatives who can make the greatest impact facing their customers on a daily basis.

Outcomes:

- Interpret prospect needs by conducting a needs analysis
- Master active listening techniques to better connect with & understand clients
- Manage the sales process by understanding where the sale is & how to keep the momentum moving forward
- Master Sales Psychology 101 (mirroring, leading representational bias, tie-downs, & tag-ons)
- Negate competitor quotes, while remaining professional
- Deliver presentations that sell
- Handle objections professionally & effectively
- Master highly effective closing techniques
- Follow-up to develop long-term relationships & future business
- Set goals that motivate
- Manage your sales database effectively

Sales Training Course - Lesson 1

Defining the Sales Process

- Type of Sales
- Common Sales Approaches
- Glossary of Common Terms

Sales Training Course - Lesson 3

Creative Openings

- A Basic Opening for Warm Calls
- Warming up Cold Calls
- Using the Referral Opening

Sales Training Course - Lesson 5

Delivering Presentations that SELL

- Features and Benefits matched to Customer Need
- Outlining your Unique Selling Proposition
- The Burning Question that every Customer wants Answered

Sales Training Course - Lesson 7

Handling Objections

- Common types of Objections
- Basic Strategies
- Advanced Strategies

Sales Training Course - Lesson 9

Following Up

- Thank-you Notes
- Resolving Customer Service Issues
- Staying in Touch

Sales Training Course - Lesson 11

Managing your Data

- Choosing a System that Works for you
- Using Computerised Systems
- Using Manual Systems

Sales Training Course - Lesson 2

Getting Prepared to make the Call

- Identifying your Contact Person
- Performing a Needs Analysis
- Creating Potential Solutions

Sales Training Course - Lesson 4

Active Listening

- The importance of active listening
- Minimal Encouragers
- Restating and Paraphrasing to gain commitment

Sales Training Course - Lesson 6

Managing the Sale

- Sales psychology 101
 - Leading representational bias
 - Tie-Downs
 - Tag-Ons
- Competing without competing on price - and maintaining your professionalism

Sales Training Course - Lesson 8

Closing the Sale

- Understanding when it's Time to Close
- Powerful Closing Techniques
- Things to Remember

Sales Training Course - Lesson 10

Setting Goals

- The Importance of Sales Goals
- Setting SMART Goals

Sales Training Course - Lesson 12

Manage your pipeline

- What is a sales pipeline
- The stages from prospect to customer
- How to determine your prospects stage
- We share our experiences



Retail Sales Superstar

Retailers can make the most of every marketing dollar and every customer by providing retail sales staff with this unique Retail Sales training course from pdtraining.

Staff will learn practical techniques to sell more, discount less, handle 'price shoppers' and close more sales, while remaining courteous, professional and avoiding being pushy.

This dynamic training course is available now throughout Australia, including Brisbane, Sydney, Melbourne, Adelaide, Canberra and Perth.

Retail Sales Training Course Outline

Foreword:

Retail has long been one of the most competitive sales environments and the competition only continues to increase. It is vital to all retailers that we make the most of every marketing dollar and every customer by giving our retail sales staff the skills and confidence to professionally manage, control and close sales.

This course will provide your team with skills and techniques to close more sales whilst providing great customer service and not creating a pushy forceful sale.

Outcomes:

- Learn to create a great first impression
- Learn to greet constructively & create a personal connection
- Develop rapport & create warmth & openness
- Ask effective questions to better understand client needs
- Master active listening techniques
- Learn to control the sale & lead a customer to becoming a buyer
- Learn an amazingly simple and professional way of handling price shoppers
- Learn 4 effective techniques for minimising & negating the need to discount
- Understand sales psychology such as the "The Power of YES when selling"
- Learn to ask for the sale
- Learn cross selling and upselling
- Master effective techniques for closing without being pushy

Retail Sales Training Course - Lesson 1

It Starts with you

- Attitude
- Personal Appearance
- Product Knowledge
- Sell yourself on the product
- Enthusiasm

Retail Sales Training Course - Lesson 2

Consider the customer

- What do you expect when you are a customer?
- The value of every shopper
- The mission for a retail sales person
- Define 'excellent retail customer service'

Retail Sales Training Course - Lesson 3

Starting the sales process

- The importance of first impressions
- How to create a good first impression

Retail Sales Training Course - Lesson 4

Greeting

- The golden rule
- Create a constructive greeting
- Construct positive dialogue
- Develop rapport

Retail Sales Training Course - Lesson 5

Needs analysis

- Deepening techniques
- Probing questions
- Active listening
- 'Minimal encouragers' - their importance and how to use them

Retail Sales Training Course - Lesson 6

Control the sale

- 'The Challenge' - persuasion, not confrontation
- How to handle people shopping on price
- The excellent 6 step technique that negates the opposition and maintains your professionalism

Retail Sales Training Course - Lesson 7

Maximising Every Opportunity

- Minimising/Negating discounting
 - 4 effective techniques
- Why discount & Why not?
- Cross Selling
- Upselling

Retail Sales Training Course - Lesson 8

Sales Psychology 101

- The Power of 'Yes' when selling
- Tie downs
- Tag Ons

Retail Sales Training Course - Lesson 9

Closing the sale

- Knowing when the time is right
- Don't be afraid to ask for the sale
- 3 closing techniques

Retail Sales Training Course - Lesson 10

Thank you

- Referrals
- Repeat business
- Genuine mutual appreciation



Proposal writing is an art and a craft that can be mastered through learning and practice. Achieving mastery in writing a proposal requires skilled research, planning, outlining, writing, organising and editing. This comprehensive training course offers practical skills in proposal writing to help learners write outstanding business proposals.

This dynamic course is now available Australia wide including Brisbane, Sydney, Melbourne, Canberra, Perth, Parramatta and Canberra.

Writing Winning Proposals Training Course Course Outline

Foreword:

During this course, participants develop various skills including identifying the audience and the purpose of a proposal, creating a framework, using details to perfect a proposal, using online and offline resources, writing, editing, and proofreading.

The course provides a comprehensive understanding and use of proposal writing tools that result in the creation of excellent proposals.

Outcomes:

After completing this course, participants will have learnt to:

- Understand the proposal writing process
- Identify and create different types of proposals
- Identify the purpose of a proposal
- Identify the audience
- Perform a needs analysis
- Write a goal statement
- Use the proper format for proposal writing
- Create a framework
- Understand the importance of details and focus on them
- Identifying resources online and offline for research
- Organising information masterfully
- Use persuasive writing techniques
- Review spelling and grammar
- Constructing words, sentences and paragraphs brilliantly
- Check the readability of a proposal
- Proofread and edit
- Provide a professional feel and look to a proposal

Writing Winning Proposals Training Course - Lesson 1

Getting Started

- Pre-Assignment Review
- Workshop Objectives

Writing Winning Proposals Training Course - Lesson 3

Beginning the Proposal Writing Process

- Identifying Your Purpose and Your Audience
- Performing a Needs Analysis
- Writing the Goal Statement

Writing Winning Proposals Training Course - Lesson 5

Finding Facts

- Identifying Resources
- Using the Internet as a Resource
- Organising Your Information

Writing Winning Proposals Training Course - Lesson 7

Writing Skills, Part Two

- Creating Paragraphs
- Creating Strong Transitions
- Building up to Conclusions

Writing Winning Proposals Training Course - Lesson 9

Checking for Readability

- Checking for Clarity
- Reading for Your Audience
- Using the Readability Index

Writing Winning Proposals Training Course – Lesson 11

Adding the Final Touches

- Our Top Typesetting Tips
- Achieving a Professional Look and Feel
- Creating the Final Package

Writing Winning Proposals Training Course - Lesson 2

Understanding Proposals

- What is a Proposal?
- The Proposal Writing Process
- Types of Proposals
- About Requests for Proposals

Writing Winning Proposals Training Course - Lesson 4

Preparing An Outline

- A General Format
- Special Sections
- Creating a Framework
- Getting Down to Details

Writing Winning Proposals Training Course - Lesson 6

Writing Skills, Part One

- Spelling and Grammar
- Working with Words
- Constructing Sentences
- Persuasive Writing
- Mastering Voice

Writing Winning Proposals Training Course - Lesson 8

Writing the Proposal

- Educating the Evaluator
- Ghosting the Competition
- Using Illustrations

Writing Winning Proposals Training Course - Lesson 10

Proofreading and Editing

- Proofreading Like a Pro
- Editing Techniques
- Checking the Facts
- The Power of Peer Review

Writing Winning Proposals Training Course - Lesson 12

Wrapping Up

- Words from the Wise
- Your Notebook



Call Centre (sales) staff who possess skill, professionalism and know how to handle a great variety of situations are an asset to any organisation.

This Call Centre (sales) training course from pdtraining teaches your employees to enter the call centre with confidence, equipped to answer questions, overcome objections and close calls with positive outcomes.

This practical call centre course is available now throughout Australia, including Brisbane, Sydney, Parramatta, Melbourne, Adelaide, Canberra and Perth.

Sales Training for Call Centres Training Course Outline

Foreword:

A well-trained Call Centre is the heart of any operation. Call Centre employees who possess skill and professionalism, who know how to handle a great variety of situations, will be an asset to any organisation. By presenting these attributes, call centre staff will also personally benefit in terms of salaries and performance bonuses. Call Centre training will allow the employee to enter their work area with confidence knowing they are equipped to answer questions and overcome objections and ultimately close the deal.

Outcomes:

In this course participants will:

- Learn practical and effective outbound call strategies
- Understand the different types of buying motivations
- Master the strategic sales process, matching your products and services to buyer motivations
- Learn strategies for effective communication
- Gain advanced phone etiquette skills
- Understand the importance of setting SMART goals
- Learn and interpret the six key factors to success
- Understand the importance of always being customer-focused
- Know when it's time to close the deal

Sales Training for Call Centres Training Course - Lesson 1

Getting Started

- Pre-Assignment Review
- Workshop Objectives

Sales Training for Call Centres Training Course - Lesson 2

The Basics (Part I)

- Defining Buying Motives
- Establishing a Call Strategy
- Prospecting
- Qualifying
- Case Study

Sales Training for Call Centres Training Course - Lesson 3

The Basics (Part II)

- Getting Beyond the Gate Keeper
- Controlling the Call
- Difficult Customers

Sales Training for Call Centres Training Course - Lesson 4

Phone Etiquette

- Preparation
- Building Rapport
- Speaking Clearly- Tone of Voice
- Effective Listening
- Case Study

Sales Training for Call Centres Training Course - Lesson 5

Tools

- Self-Assessments
- Utilising Sales Scripts
- Making the Script Your Own
- The Sales Dashboard
- Case Study

Sales Training for Call Centres Training Course - Lesson 6

Speaking Like a Star

- S= Situation
- T= Task
- A= Action
- R=Result
- Case Study

Sales Training for Call Centres Training Course - Lesson 7

Types of Questions

- Open Questions
- Closed Questions
- Ignorant Redirection
- Positive Redirection
- Negative Redirection
- Multiple Choice Redirection
- Case Study

Sales Training for Call Centres Training Course - Lesson 8

Benchmarking

- Benchmark Metrics
- Performance Breakdown
- Implementing Improvements
- Benefits
- Case Study

Sales Training for Call Centres Training Course - Lesson 9

Goal Setting

- The Importance of Goals
- SMART Goals
- Staying Committed
- Motivation
- Overcoming Limitations
- Case Study

Sales Training for Call Centres Training Course - Lesson 10

Key Steps

- Six Success Factors
- Staying Customer Focused
- The Art of Telephone Persuasion
- Telephone Selling Techniques
- Case Study

Sales Training for Call Centres Training Course – Lesson 11

Closing

- Knowing when it's Time to Close
- Closing Techniques
- Maintaining the Relationship
- After the Sale
- Case Study

Sales Training for Call Centres Training Course - Lesson 12

Wrapping Up

- Words from the Wise

Overcoming Objections Sales Training Course



In this current economy, sales objections are increasing, making it harder and harder to close the deal, thus affecting your bottom line.

This course on Overcoming Objections by pdtraining, will not only teach how to turn objections into opportunities, but also how to deflate objections and close the sale, increasing the bottom line.

This practical and engaging training course is available now throughout Australia, including Brisbane, Sydney, Melbourne, Adelaide, Canberra and Perth.

Overcoming Objections Sales Training Course Outline

Foreword:

Everyone who works in sales will run into sales objections. From retail employees on the sales floor to sales executives, people at every level of the business need to learn how to overcome sales objections. With the right training, it is possible to turn objections into opportunities. Investing in sales objection training will help improve sales and the company's bottom line.

Outcomes:

By the end of this course, participants will:

- Understand the factors contributing to customer objections
- Define the different objections
- Learn how to overcome objections with a set of specific strategies
- Practise the different strategies for overcoming objections
- Learn how to dig up the "real reason" behind objections
- Learn effective techniques for deflating objections & closing the sale
- Gain the confidence to handle objections and sell more

Overcoming Objections Sales Training Course - Lesson 1

Getting Started

- Pre-Assignment Review
- Action Plans and Evaluation

Overcoming Objections Sales Training Course - Lesson 3

Seeing Objections as Opportunities

- Translating the Objection to a Question
- Translating the Objection to a Reason to Buy
- Case Study

Overcoming Objections Sales Training Course - Lesson 5

Finding a Point of Agreement

- Outlining Features and Benefits
- Identifying Your Unique Selling Position
- Agreeing with the Objection to Make the Sale
- Case Study

Overcoming Objections Sales Training Course - Lesson 7

Deflating Objections

- Bring up Common Objections First
- The Inner Workings of Objections
- Case Study

Overcoming Objections Sales Training Course - Lesson 9

The Five Steps

- Expect Them
- Welcome Them
- Affirm Them
- Complete Answers
- Compensating

Overcoming Objections Sales Training Course – Lesson 11

Sealing the Deal

- Understanding When It's Time to Close
- Powerful Closing Techniques
- The Power of Reassurance
- Things to Remember

Overcoming Objections Sales Training Course - Lesson 2

Three Main Factors

- Skepticism
- Misunderstanding
- Stalling

Overcoming Objections Sales Training Course - Lesson 4

Getting to the Bottom

- Asking Appropriate Questions
- Common Objections
- Basic Strategies
- Case Study

Overcoming Objections Sales Training Course - Lesson 6

Have the Client Answer Their Own Objection

- Understand the Problem
- Render It Unobjectionable
- Case Study

Overcoming Objections Sales Training Course - Lesson 8

Unvoiced Objections

- How to Dig up the “Real Reason”
- Bringing Their Objections to Light
- Case Study

Overcoming Objections Sales Training Course - Lesson 10

Do's and Don'ts

- Do's
- Don'ts

Overcoming Objections Sales Training Course - Lesson 12

Wrapping Up

- Words from the Wise
- Lessons Learned



Body language is an authentic medium of expression. Therefore, reading body language can help in understanding the hidden needs, wishes and personality traits of people. This Reading Body Language Sales Training Course will help participants to understand body signals, control and alter body language signals, and use it to build an enhanced personality and better relationships.

This highly valuable and effective training course is now available throughout Australia, including Brisbane, Sydney, Melbourne, Adelaide, Canberra, Parramatta and Perth and also via instructor-led online training.

Reading Body Language Sales Training Course Outline

Foreword:

During the course, participants learn to understand the nuances of body language so that they can read it expertly, and also alter their own body language to create specific impacts on others. This comprehensive course includes knowledge and skill development in improving communication, understanding gestures, decoding personality types using body language knowledge, and building rapport.

Reading Body Language Sales Training Course provides participants with all the necessary tools to understand their own and others' unconscious body expressions to gain an insight into behaviour and personality.

Outcomes:

After completing this course, participants will have learned to:

- Apply knowledge of body language to improve communication
- Understand the impact of space in a conversation
- Understand the nuances of body language from the face, hands and arms to legs, walking style and posture
- Use mirroring and matching techniques to build rapport
- Shake hands with confidence
- Dress for success
- Learn to give space
- Understand facial expressions
- Understand unconscious body expressions
- Mirror and lead
- Monitor posture
- Dress up
- Role play

Reading Body Language Sales Training Course - Lesson 1

Getting Started

- The Parking Lot
- Workshop Objectives
- Action Plans & Evaluations

Reading Body Language Sales Training Course - Lesson 2

Body Language

- Making the Grade
- Looking Into Ourselves
- Debrief

Reading Body Language Sales Training Course - Lesson 3

Give Me Some Space!

- Space Issues
- Practice for All

Reading Body Language Sales Training Course - Lesson 4

What's Your Face Saying?

- Your Face is the Base
- The Eyes Have It

Reading Body Language Sales Training Course - Lesson 5

What's Your Body Saying?

- Speaking with your Hands
- Getting a Leg Up
- Tools of the Trade

Reading Body Language Sales Training Course - Lesson 6

Mirroring & Leading

- Creating Relationships
- Matching and Mirroring
- Pacing and Leading

Reading Body Language Sales Training Course - Lesson 7

Monitoring Your Posture

- Looking at Your Posture
- Working on Your Posture

Reading Body Language Sales Training Course - Lesson 8

Dressing Up

- What Should I Wear?
- Debrief

Reading Body Language Sales Training Course - Lesson 9

Shaking Hands

- Degree of Firmness
- Dryness of Hands
- Depth of Grip
- Duration of Grip
- Eye Contact

Reading Body Language Sales Training Course - Lesson 10

How Are You Doing?

- Scenarios

3 Day Call Centre Training Course



Whether we choose to embrace them or cannot stand being interrupted by their calls, call centres are a business element that is here to stay. This course will help call centre agents learn to make the most of their telephone-based work, including understanding the best ways to listen and be heard. Each phone interaction has elements of sales and customer service skills, which we will explore in detail throughout this energising and practical three-day workshop. This comprehensive and engaging 3-day workshop is running now throughout Australia, including Brisbane, Sydney, Melbourne, Canberra, Perth, Parramatta and Canberra.

Call Centre Training: Sales and Customer Service Training for Call Centres Course Outline

Foreword:

Whether we choose to embrace them or cannot stand being interrupted by their calls, call centres are a business element that is here to stay.

This course will help call centre agents learn to make the most of their telephone-based work, including understanding the best ways to listen and be heard. Each phone interaction has elements of sales and customer service skills, which we will explore in detail throughout this energising and practical three-day workshop.

Outcomes:

By the end of this course, participants will be able to:

- Understand the nuances of body language and verbal skills, which are so important in conversations that do not have a face-to-face element.
- Learn aspects of verbal communication such as tone, cadence, and pitch.
- Demonstrate an understanding of questioning and listening skills.
- Acquire comfort with delivering bad news and saying no.
- Learn effective ways to negotiate.
- Understand the importance of creating and delivering meaningful messages.
- Use tools to facilitate communication.
- Realise the value of personalising interactions and developing relationships.
- Practice vocal techniques that enhance speech and communication ability.
- Personalise techniques for managing stress.

**Call Centre Training:
Sales & Customer Service Training for Call Centres Day 1**

Sales & Customer Service Training for Call Centres - Lesson 1

Introduction

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

Sales & Customer Service Training for Call Centres - Lesson 2

What's Missing in Telephone Communications?

- It's Not What You Say; It's How You Say It
- In the Absence of Body Language

Sales & Customer Service Training for Call Centres - Lesson 3

Verbal Communications Techniques

- Being Yourself and Sounding Your Best
- A Service Image

Sales & Customer Service Training for Call Centres - Lesson 4

Who are Your Customers?

- Define the Customer & Client
- About Relationships

Sales & Customer Service Training for Call Centres - Lesson 5

To Serve & Delight

- What You Say and What it Means
- Planning the Ideal Answer

Sales & Customer Service Training for Call Centres - Lesson 6

Did You Hear Me?

- Listening Skills
- The Mission: To Listen

Sales & Customer Service Training for Call Centres - Lesson 7

Asking the Right Questions

- Open Questions vs. Closed Questions
- Probing Techniques

Sales & Customer Service Training for Call Centres - Lesson 8

Saying No

- When We Say "No"
- Delivering Bad News
- Debrief

Sales & Customer Service Training for Call Centres - Lesson 9

Sales by Phone

- Benefits of Telemarketing
- Rapport Building

Sales & Customer Service Training for Call Centres - Lesson 10

Taking Messages

- Pen in Hand
- Effective Messages

Sales & Customer Service Training for Call Centres - Lesson 11

Staying Out of Voice Mail Jail

- Voice Mail Etiquette
- Debrief

Sales & Customer Service Training for Call Centres - Lesson 12

Closing Down the Voice

- Hyoid Limbering
- Hum
- Sighing
- The Diaphragmatic Breath

**Call Centre Training:
Sales & Customer Service Training for Call Centres Day 2**

Sales & Customer Service Training for Call Centres - Lesson 1

Cold & Warm Calls

- The Cold Call
- The Warm Call

Sales & Customer Service Training for Call Centres - Lesson 2

Developing a Script

- Scripting Techniques
- Sample Script

Sales & Customer Service Training for Call Centres - Lesson 3

Perfecting the Script

- Making the Script Yours
- Using Cheat Sheets

Sales & Customer Service Training for Call Centres - Lesson 4

Going Above & Beyond

- Fifteen Techniques for CCA Success
- Debrief
- Customise Your Service

Sales & Customer Service Training for Call Centres - Lesson 5

Handling Objections

- I Object!
- Debrief

Sales & Customer Service Training for Call Centres - Lesson 6

Closing the Sale

- The Closing Phrase
- Debrief

Sales & Customer Service Training for Call Centres - Lesson 7

Feelings

- Feels Like a Winner!
- Presentations

Sales & Customer Service Training for Call Centres - Lesson 8

Changes in the Customer

- The Changing Customer
- What the Customer Wants

Sales & Customer Service Training for Call Centres -
Lesson 9

Negotiation Techniques

- Mastering Negotiation Skills
- Practicing Negotiation

Sales & Customer Service Training for Call Centres -
Lesson 10

It's More Than Just a Phase

- Phases of Negotiation
- Negotiation Made Easier
- Debrief

Call Centre Training: Sales & Customer Service Training for Call Centres Day 3

Sales & Customer Service Training for Call Centres -
Lesson 1

High Impact Moments

- Make it Count
- Creating Case Studies
- Presenting Real Life!

Sales & Customer Service Training for Call Centres -
Lesson 2

Tips for Challenging Callers

- Tips and Tricks
- Caller Behaviours
- Debrief
- Up the Mountain

Sales & Customer Service Training for Call Centres -
Lesson 3

Dealing with Difficult Customers

- Dealing with Problems
- Dealing with Vulgarity

Sales & Customer Service Training for Call Centres -
Lesson 4

Phone Tag & Getting the Call Back

- Phone Tag
- Following Up

Sales & Customer Service Training for Call Centres -
Lesson 5

This is My Mentor

- Case Study
- Debrief

Sales & Customer Service Training for Call Centres -
Lesson 6

Stress Busting

- Stress Busting Card Game
- Managing Your Day

Sales & Customer Service Training for Call Centres -
Lesson 7

News from Within

- Management Reports
- Pre-Assignment Review
- CCA Reports

Sales & Customer Service Training for Call Centres -
Lesson 8

Wrapping Up

- It's a Wrap - Just About!
- Questions & Answers
- Debrief

Pitch: Proposal & Presentation Sales Training Course



A great sales presentation requires deep knowledge of the products and services you sell, and an understanding of the client's expectations. This comprehensive one-day training course in Winning Sales with Your Pitch provides you the knowledge and tools to help you create a winning proposal and turn it into a dynamite sales presentation. This dynamic training course is available now throughout Australia, including Brisbane, Sydney, Melbourne, Adelaide, Canberra, Parramatta and Perth.

Pitch Proposal and Presentation Sales Training Course Outline

Foreword:

During this training course, participants receive training in identifying the key element of a quality proposal, writing a winning proposal, perfecting the first impression, gaining confidence when giving presentations, and developing a professional approach to products/services sales.

Pitch: Proposal and Presentation Sales Training Course is the fastest way to develop skills in creating and presenting perfect sales pitch that gives the desired results every time.

Outcomes:

After completing this course, participants will have learned to:

- Identify the key elements of a quality proposal
- Plan a proposal
- Write a brilliant proposal
- Understand and use various proposal formats
- Get organised
- Use persuasive language
- Perfect your first impression with dress and handshake
- Edit proposals effectively
- Feel more comfortable and professional in face-to-face presentations
- Write a winning proposal
- Understand the elements of a successful presentation
- Feel more comfortable and professional in face-to-face presentations
- Be professional throughout
- Conduct preparations and evaluations
- Handle various kinds of sales presentations

Pitch: Proposal & Presentation Sales Training Course - Lesson 1

Getting Started

- Icebreaker
- Workshop Objectives

Pitch: Proposal & Presentation Sales Training Course - Lesson 2

Getting Down to Business

- Business Writing Basics
- Types of Proposals

Pitch: Proposal & Presentation Sales Training Course - Lesson 3

Writing Your Proposal

- Getting Organised
- Drafting a Proposal

Pitch: Proposal & Presentation Sales Training Course - Lesson 4

Getting Thoughts on Paper

- Planning Your Proposal
- Exercise

Pitch: Proposal & Presentation Sales Training Course - Lesson 5

Basic Proposal Formats

- Choosing a Format
- Direct Approach
- Indirect Approach
- Choosing an Approach

Pitch: Proposal & Presentation Sales Training Course - Lesson 6

Expert Editing Tips

- Editing Tips
- The Fog Index

Pitch: Proposal & Presentation Sales Training Course - Lesson 7

The Handshake

- Cultivating a Professional Handshake
- Tips for Success

Pitch: Proposal & Presentation Sales Training Course - Lesson 8

Getting Ready for Your Presentation

- Preparation Tips
- Persuasive Language

Pitch: Proposal & Presentation Sales Training Course - Lesson 9

Elements of a Successful Presentation

- You Count Too!
- Positives & Negatives

Pitch: Proposal & Presentation Sales Training Course - Lesson 10

Dressing Appropriately

- Impressions Count!
- Dressing to Impress
- Managing Scent
- Creating a Professional Package

Pitch: Proposal & Presentation Sales Training Course - Lesson 11

Presentations

- Preparation
- Evaluations

Pitch: Proposal & Presentation Sales Training Course - Lesson 12

Wrapping Up

- Words from the Wise

Effective Prospecting Sales Training Course



Prospecting is one of the keys to success in sales. Effective prospecting helps professionals to attract new business and improve sales. This training course in effective prospecting in sales assists participants to gain valuable knowledge and skills in prospecting to enable them to perform outstandingly in their jobs.

This dynamic training course is available now throughout Australia, including Brisbane, Sydney, Melbourne, Adelaide, Canberra, Parramatta, and Perth.

Effective Prospecting Sales Training Course Outline

Foreword:

Effective Prospecting Training Course will help you to know who to target and how to target, warm up cold calls, follow up on leads, use networking effectively, conduct trade shows, use public speaking, build your personal prospecting plan, and more.

Professional training in prospecting helps enhance skills and understanding to excel as professionals and businesses.

Outcomes:

After completing this course, participants will have learned to:

- Expand your client base through effective prospecting
- Use a prospecting system to make you more successful
- Identify target markets and target companies with the 80/20 rule in mind
- Develop and practice networking skills at every opportunity
- Develop, refine, and execute the art of cold calling
- Target your market
- Use the prospect dashboard
- Set goals
- Understand the importance of prospecting
- Use networking
- Use public speaking
- Conduct trade shows
- Regain lost accounts
- Warm up cold calls
- Use the 80/20 rule

Effective Prospecting Sales Training Course - Lesson 1

Getting Started

- Icebreaker
- Workshop Objectives

Effective Prospecting Sales Training Course - Lesson 2

Pre-Assignment Review

- True/False Questions
- Multiple Choice Questions
- Debrief

Effective Prospecting Sales Training Course - Lesson 3

Targeting Your Market

- Eight Ways to Target Your Market
- My Target Market

Effective Prospecting Sales Training Course - Lesson 4

The Prospect Dashboard

- Prospect Dashboard Basics
- Q & A
- My Prospect Dashboard
- Planning with the Prospect Dashboard

Effective Prospecting Sales Training Course - Lesson 5

Setting Goals

- S.P.I.R.I.T.

Effective Prospecting Sales Training Course - Lesson 6

Why is Prospecting Important?

- A Little Knowledge Brings Big Benefits!

Effective Prospecting Sales Training Course - Lesson 7

Networking

- What is Networking?
- Small Talk

Effective Prospecting Sales Training Course - Lesson 8

Public Speaking

- Public Speaking

Effective Prospecting Sales Training Course - Lesson 9

Trade Shows

- Making Trade Shows Work
- Debrief

Effective Prospecting Sales Training Course - Lesson 10

Regaining Lost Accounts

- Regaining Lost Accounts

Effective Prospecting Sales Training Course - Lesson 11

Warming Up Cold Calls

- A Cure for Call Reluctance
- Getting Your Message Through
- Openers

Effective Prospecting Sales Training Course - Lesson 12

The 80/20 Rule

- The 80/20 Rule

Effective Prospecting Sales Training Course - Lesson 13

It's Not Just A Numbers Game

- Shooting for the Stars
- The Three R's

Effective Prospecting Sales Training Course - Lesson 14

Going Above and Beyond

- 21 Ideas for a Successful Career in Sales
- Ten Questions to Ask Yourself about Each Prospect



Influence and persuasion extends beyond marketing and sales. It affects almost all processes that include the use of human resources. This training course in Influence and Persuasion helps to master skills required to influence and persuade in a variety of areas.

This highly valuable and dynamic training course is now available throughout Australia, including Brisbane, Sydney, Melbourne, Adelaide, Canberra, Parramatta and Perth

Influence and Persuasion at Work Training Course Outline

Foreword:

During this Influence and Persuasion at Work Training Course, participants develop understanding and skills in making decisions by applying storytelling techniques, planning, using effective persuasion techniques, creating a persuasive presentation, understanding the nuances of persuasion, and more.

Outcomes:

This short and comprehensive course is the fastest way to develop deep understanding and skills in influence and persuasion.

After completing this course, participants will have learned to:

- Make decisions about using persuasion versus manipulation
- Apply the concepts of pushing and pulling when influencing others
- Understand persuasion
- Prepare to persuade
- Describe different techniques for getting persuasive conversations and presentations underway
- Make a persuasive presentation by using the 5 S's
- Apply storytelling techniques to extend influence
- Leverage concepts of neuro linguistic programming in everyday influence and persuasion
- Get off on the right foot
- Use various presentation strategies
- Use neuro linguistic programming (NLP) techniques

Influence & Persuasion at Work Training Lesson 1

Course Overview

- Welcome & Introduction
- Workshop Objectives
- The Difference Between Persuasion, Influence, & Manipulation

Influence & Persuasion at Work Training Lesson 2

Preparing to Persuade

- Pushing Versus Pulling
- Communicating with Confidence
- Planning The Conversation
- Suspending Their Frame of Reference

Influence & Persuasion at Work Training Lesson 3

Getting Off on the Right Foot

- Building Rapport
- Matching
- Mirroring
- Pacing
- Leading

Influence & Persuasion at Work Training Lesson 4

Presentation Strategies

- Building a Persuasive Presentation
- Use Storytelling To Persuade
- Intro to Neuro Linguistic Programming

Influence & Persuasion at Work Training Lesson 5

Skill Building

- Practice Speaking Persuasively
- Practice Storytelling

Influence & Persuasion at Work Training Lesson 6

Workshop Wrap Up

- Workshop Review
- Action Plan

**Client
Benefits**



**Strategic
Partnerships**

