

## Sales Training Courses

### Introduction to Sales – Basic Sales Training

**Price: 1 day on-site £699 (up to 10 delegates max)\***

The need for all good sales people to understand the core skills required to grow and develop in to true sales professionals is fundamental to ensuring you are on the right path to success. Red Valley Sales offers a “get started” Basic Sales Training course to assist individuals who are returning to work in a sales career, contemplating a move into sales or requiring a refresher course on basic sales skills, to improve performance.

#### Course content:

- Introduction to sales environments
- What makes a successful sales person?
- Sales skills and techniques
- Understanding the customer
- The way forward – what next?

#### Suitability:

This course is relevant to staff who need to understand the basic requirements for being successful in a sales role;

- ✓ Sales staff who have had no formal training
- ✓ Refresher to basic sales skills and techniques
- ✓ Staff contemplating a move in to sales
- ✓ Setting up a new sales team within a company branch or department – starting on a level playing field

**Overall aims of the course: To ensure new or existing sales staff has been trained in the basic sales skills required to assist in growing and developing in a current or future sales role.**



## Telesales – Telephone Based Selling

**Price: 1 day on-site £765 (up to 10 delegates max)\***

Whether you are selling your products and services on the phone, arranging customer appointments or keeping in touch with your customers, the ability to sell your company across the phone depends on the skills and behaviours of your telesales team. Red Valley Telephone Based Selling is designed to ensure your telesales team is equipped with the right skills and behaviours required to sell your company across the phone.

### Course content:

- Using the phone to achieve targets;
- Understanding the customer;
- Call planning and objective setting;
- Effective questioning;
- Dealing with objections;
- The way forward – continual personal improvement.

### Suitability:

This course is relevant to staff who are contacting clients on the phone, to achieve the following results:

- ✓ Selling the company's products and services by receiving calls or making outbound calls
- ✓ Conducting telephone based marketing campaigns
- ✓ Contacting the client base to uncover new business opportunities
- ✓ Contacting the client base to maintain contact and existing business
- ✓ Appointment setting
- ✓ Telesales refresher course to assist with self-improvement
- ✓ Staff moving into a telesales role

**Overall aim of the training course: Increase awareness of adopting and implementing effective telesales skills and techniques to improve personal performance and exceed company goals.**



## Face2Face Selling - Customer-facing Sales

**Price: 1 day on-site £835 (up to 10 delegates max)\***

Selling your company's products and services face to face should be based on a consultative sales approach, allowing your field based sales teams to become trusted business advisers. Red Valley Face2Face Selling is designed to ensure your field based sales teams are equipped with the necessary skills to excel in front of your customer.

### Course content:

- Face to face selling – required skills and behaviours
- Understanding the customer
- Meeting preparation and objectives
- Understanding the sales cycle
- Gaining the competitive edge
- Sales Rep to Trusted Business Adviser
- The way forward – continual personal improvement

### Suitability:

This course is relevant to sales staff currently in a face to face sales role or contemplating moving into a customer facing sales role to achieve the following results:

- ✓ Improving overall face to face sales performance;
- ✓ Improving communication skills in a customer facing environment;
- ✓ Gaining a better understanding of the customer's needs as a buyer;
- ✓ Understanding the sales cycle;
- ✓ Refreshing the skills required for face to face selling;
- ✓ Staff moving into a customer facing sales role.

**Overall aim of the training course: Improving performance in customer facing sales roles by understanding customer requirements and implementing effective customer meeting strategies to win sales and exceed company goals.**



## **Customer Specific Training – Bespoke Sales Training**

**Please call to discuss pricing**

Red Valley Bespoke Sales Training ensures training is tailored to your company's specific requirements. If you have a defined training need, Red Valley can work with you to understand your requirements and propose a training agenda to compliment your needs. This ensures time and energy is spent on what really matters to you as an individual company.

## **How do we deliver your training?**

Red Valley operates a flexible approach when offering its sales products and services.

- Sales training courses can be delivered on-site at your premises, off-site at a training venue or on a public basis (multi-company attendance)
- Courses are offered on a team or as coaching on an individual basis
- Training courses can take place on evenings and weekends if required, to minimise work disruption.
- Strategic sales planning workshops and meetings can take place at your premises

**\*Price is for 1 day on site training, to a maximum of 10 delegates.**

**For sales coaching, strategic sales planning workshops, off-site training, public training or bespoke training prices; please contact Bernadette Young, Director, Red Valley Consulting Ltd.**

**For all information on Sales Training Courses please contact**

**Bernadette Young tel: 01698 723326 or 07920519744**

**[bernadette@redvsales.co.uk](mailto:bernadette@redvsales.co.uk)**

Red Valley Consulting Ltd, 53-58 South Avenue, Unit 2 Blantyre Industrial Estate, Blantyre, Glasgow G72 0BX

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## Terms & Conditions – Sales Training Courses

### Terms & Conditions

- Should you wish to cancel bookings made, please contact us in the first instance on 01698 723326 (mob: 07920519744).
- Cancellations must then be followed up in writing by either letter (to address at the bottom of this page) or email: [enquiries@redvsales.co.uk](mailto:enquiries@redvsales.co.uk)
- Where you give us less than 7 days' prior written notice before commencement of the first training day, we may charge up to 100% of the fee.
- Where you give us more than 7 days' but less than 28 days' prior written notice we may charge up to 50% of the fee.
- We reserve the right to cancel the training session where payment has not been received, 7 days prior to the scheduled date.
- The training fee covers you for up to the number of delegates as specified on the sales training brochures. For additional delegate charges please discuss with Bernadette Young, Director, tel: 07920519744 or email: [enquiries@redvsales.co.uk](mailto:enquiries@redvsales.co.uk)
- Training must be taken within 6 months from the date of your order.
- **You must provide us with:**
  - ✓ A suitable training room or other area during the training day(s) (on-site training only)
  - ✓ Suitable connections for use by Red Valley sales personnel during the training day(s) (on-site training only)
  - ✓ Suitable refreshment and lunch facilities (on-site training only)

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