

learning  
equals  
development



## Sales and Customer Service

Tel: 0844 888 2732    E-mail: [lets-talk@eqv.co.uk](mailto:lets-talk@eqv.co.uk)    [www.eqv.co.uk](http://www.eqv.co.uk)

EQV (UK) Ltd, The Mill House, Dovecote Court, Potters Marston, Leicestershire, LE9 3JR

## **Index**

3. Account Management
4. Customer Service
5. Influencing & Persuading
6. Negotiation Skills
7. Sales Presentation Skills
8. Professional Telephone Skills
9. Telesales
10. Time Management for Sales People
11. Upselling

# Account Management (BS-SCS-AM) (2 Day)

## Business Benefit

China Eggs. No matter how long you nurture them...they never hatch!  
This course enables Account Managers and Corporate Sales Executives to differentiate between real prospects and "china eggs".  
Focusing on the skills of qualifying prospective clients throughout the sales process, this course enables Account Managers to concentrate their time on prospects with whom they have the greatest chance of success. This in turn leads to more accurate Sales Forecasts and improves the likelihood of achieving sales targets. Improves the likelihood of achieving sales targets.

## Who Should Attend?

- Account Managers and Sales Executives who wish to make the best use of their time and optimise their sales efforts.

## Learning Objectives

*By the end of this course you will be able to...*

- Accurately 'qualify' prospects.
- Demonstrate how 'qualification' continues throughout the sales process.
- Describe the 15 key aspects of a potential order.
- Demonstrate the skills required to close a challenging business order.

## Course Content

- Defining the skills of "Qualification".
- Identifying 'real' prospects and eliminating "China Eggs".
- Effectively dealing with budgets, time-scales and the competition.
- Identifying the decision maker.
- Demonstrating the 'net gain' of dealing with your company.
- Keeping control of the sales process.
- Closing the deal.

## You may also be interested in

Customer Service.  
Essential Telephone Skills.  
Sales Presentation Skills.  
Time Management for Sales People.

Dates: **11 Jan • 13 Feb • 12 Mar • 11 Apr • 16 May**  
**13 Jun • 10 Jul • 14 Aug • 11 Sep • 14 Oct**  
**13 Nov • 11 Dec**

Price: **£395**  
per person

# Customer Service (Ref BS-SC-CS)

## (1 Day)

### Business Benefit

Lost clients, lack of referrals, poor repeat business, complaints, and bad publicity...the costly results of poor customer service seem to go on and on. Every day, as consumers we seem to encounter rudeness, indifference, ignorance and a level of service that we can only describe as "poor".

This course aims to create the kind of Customer Service people talk about...for all the **right** reasons!

### Who Should Attend?

- This course is essential for anyone who manages customer service and individuals with customer facing role, whether on the telephone or in person

### Learning Objectives

*By the end of this course you will be able to...*

- Understand the importance of delivering excellent customer service.
- Identify what customers are looking for and what drives them away.
- Demonstrate the key skills of dealing with customers on the phone and face to face.
- Manage complaints and calm down the angry customer
- Create an action plan for delivering excellent customer service.

### Course Content

- Delegates experiences as a customer.
- Defining good and bad service.
- The cost of poor service.
- The benefits of good service.
- Key telephone skills.
- Dealing face to face.
- Managing complaints.
- Dealing with difficult customers.
- Creating an action plan for delivering excellent customer service.

### You may also be interested in

- Adopting Good Telephone Skills
- Upselling

Dates: **14 Jan • 13 Feb • 13 Mar • 14 Apr • 19 May**  
**16 Jun • 11 Jul • 15 Aug • 12 Sep • 15 Oct**  
**14 Nov • 12 Dec**

Price: **£395**  
per person

# Influencing & Persuading (Ref BS-SCS-IP) (1 Day)

## Business Benefit

It is not just sales people who need to be able to influence and persuade others. Practically everyone in an organisation needs to be able to use these skills from time to time. For some employees they are a vital tool to doing their job effectively.

Good influencing and persuading skills lead to greater co-operation between employees and reduce conflict and stress.

This course is designed to develop those skills and achieve 'win/win' outcomes as a result.

## Who Should Attend?

- Anyone who would benefit from a greater ability to influence and persuade at all levels in the workplace.

## Learning Objectives

*By the end of this course you will be able to...*

- Describe the differences between persuasion, influence and manipulation.
- Demonstrate the essential skills of persuasion.
- Describe the importance of trust and credibility.
- Demonstrate effective questioning and listening skills.
- Describe the three tiers of influencing.
- Plan your negotiation and create 'win/win' outcomes.
- Create a personal implementation plan.

## Course Content

- Persuasion versus Manipulation.
- 'The Persuasion Structure'.
- Demonstrating confidence in expression.
- The skills of assertiveness.
- Influencing techniques.
- Defensive positions – the hidden agenda.
- Managing objections.
- Action plans.

## You may also be interested in

Assertiveness  
Communication, Assertiveness and  
Confidence Building and Negotiation  
Skills

Dates: 17 Jan • 19 Feb • 18 Mar • 21 Apr • 22 May  
23 Jun • 16 Jul • 22 Aug • 19 Sep • 20 Oct  
19 Nov • 17 Dec

Price: **£395**  
per person

# Negotiation Skills (Ref BS-SCS-NEG)

## (2 Day)

### Business Benefit

One of the major 'critical success factors' for many organisations is the ability to complete successful negotiations. This course focuses on this involved and challenging process, highlighting the key skills and strategies needed to negotiate a winning outcome.

### Who Should Attend?

- Sales people, buyers, managers and anyone who is involved in negotiation at any level.

### Learning Objectives

*By the end of this course you will be able to...*

- Describe the three factors vital to a successful negotiation.
- Demonstrate effective Influencing styles.
- Describe the use of currencies in a negotiation.
- Demonstrate effective negotiating tactics.
- Create a personal implementation plan.

### Course Content

- The negotiation model, stages and critical tasks.
- Planning the negotiation in advance.
- Influencing styles.
- Needs and currency analysis.
- Determining the variables and circumstances.
- Opening the negotiation.
- Power balance and inter-dependence.
- Tactics to adopt.
- The 10 point planning guide.
- Assessment of delegate's negotiations.
- Action plans.

### You may also be interested in

Active Listening  
Communication Skills  
Influencing & Persuading  
Motivation

Dates: 29-30 Jan • 18-19 Feb • 13-14 Mar • 21-22 Apr  
19-20 May • 23-24 Jun • 17-18 Jul • 26-27 Aug  
22-23 Sep • 21-22 Oct • 20-21 Nov • 18-19 Dec

Price: **£790**  
per person

# Sales Presentation Skills (Ref BS-SCS-SPS)

## (1 Day)

### Business Benefit

Competition for new business is fierce and the ability to make an effective sales presentation can be the factor that 'clinches the deal'.

This course equips the sales person with the skills to make effective and memorable sales presentations.

### Who Should Attend?

- This course is aimed at sales people who will be presenting information to an audience.

### Learning Objectives

*By the end of this course you will be able to...*

- Plan out a presentation that is both informative and persuasive.
- Understand the importance of 'visual impact'.
- State the 'amount' of content that should be included in the presentation for optimum effect.
- Demonstrate the most effective 'format' for the presentation.
- Demonstrate the key 'presentation skills'.
- Show how to use Power Point to make effective visual aids.
- Understand the most effective ways of dealing with audience questions.
- Know how to finish on a 'high'.

### Course Content

- Planning your presentation.
- Creating 'Visual Impact'.
- "How much information do they need?"
- Structuring and formatting.
- Key presentation skills.
- Using Power Point to maximum effect.
- 'Managing' the audience.
- 'Finishing with a bang'.

### You may also be interested in

Communication, Assertiveness and Confidence Building (Ref 35)  
Facilitation Skills (Ref 152)  
Information Gathering, Analysing and Making Decisions (Ref 185)  
Presentation Skills (Ref 62)

Price: **£395**  
per person

# Professional Telephone Skills (Ref BS-SCS-PTS) (1 Day)

## Business Benefit

Telephones play a huge part in communication, both internally and externally for any organisation. They also play a big part in the image people form about an organisation.

Good telephone skills make an organisation either a pleasure to deal with or a nightmare.

This course looks at building Professional Telephone Skills that can help your organisation become 'a pleasure to deal with'.

## Who Should Attend?

- Any member of staff who regularly uses a telephone.

## Learning Objectives

*By the end of this course you will be able to...*

- Demonstrate telephone competence and confidence.
- Understand the do's and don'ts of taking and making calls.
- Demonstrate the skills of dealing with 'difficult calls'.
- Create a personal implementation plan.

## Course Content

- Building an image over the phone.
- Being an ambassador of the company.
- Understanding tone and pitch of voice.
- Developing telephone confidence.
- Handling the key stages of the call.
- Handling complaints over the phone.
- Dealing with abusive and aggressive behaviour.

## You may also be interested in

Communication, Assertiveness and Confidence Building  
Telesales

Price: **£395**  
per person

# Telesales (Ref BS-SCS-TEL)

## (2 Day)

### Business Benefit

Telesales can be a very profitable source of business for many organisations, but for the telesales operative it is a tough job requiring skill, determination and resilience.

This course starts with the basics and covers every aspect of telesales, so it is suitable for both new telesales staff and those in need of 'refresher' training.

### Who Should Attend?

- New telesales staff or experienced people who would benefit from some 'refresher' training.

### Learning Objectives

*By the end of this course you will be able to...*

- Demonstrate the correct breathing and voice style techniques.
- Demonstrate how to handle both positive and negative responses.
- Stay in control when dealing with 'difficult' situations.
- Describe the key telesales concepts.
- Demonstrate the correct methods for making follow up calls.
- Demonstrate effective closing techniques.
- Create a personal implementation plan.

### Course Content

- Overcoming 'telephone nerves'.
- Telesales knowledge, attitude and ability.
- Defining the telesales professional.
- Dealing with 'difficult people'.
- Breathing and voice control.
- Working with the receptionist.
- Key telesales concepts.
- Useful techniques for handling negative and positive responses.
- Avoiding the common mistakes of follow up calls.
- Getting attention and staying in control.
- Closing techniques.

### You may also be interested in

Communication Assertiveness and Confidence Building  
Influencing and Persuading

Dates: **21-22 Jan** • **25-26 Feb** • **20-21 Mar** • **23-24 Apr**  
**27-28 May** • **27-28 Jun** • **21-22 Jul** • **28-29 Aug**  
**24-25 Sep** • **23-24 Oct** • **20-21 Nov** • **19-20 Dec**

Price: **£790**  
per person

# Time Management for Sales People (Ref BS-SCS-TMSP)

## (1 Day)

### Business Benefit

Sales are the life blood of most companies but the cost of running a sales force can be considerable. One of the best ways of maximising its profitability is to ensure that all sales people can effectively manage their time.

This course sets out to give sales people the knowledge and skills to make the best use of their time which will give them greater job satisfaction as well as increasing their profitability.

### Who Should Attend?

- Any sales person, account manager or representative who needs to fine tune their time management skills.

### Learning Objectives

*By the end of this course you will be able to...*

- Describe the priority tasks of selling and the true value of time.
- Demonstrate methods for dealing with 'time stealers'.
- Understand the importance of scheduling key tasks and the correct use of 'to do lists'.
- Describe the benefits of forward planning.
- Delegate effectively to optimise the use of your own time.
- Effectively manage the time spent on external and internal meetings.
- Create a personal implementation plan.

### Course Content

- What are the key activities of selling?
- Why is time management so important?
- The classic 'stealers of time'.
- Effective forward planning.
- Using your diary as a 'to do list'.
- The golden rules of delegation.
- Managing meetings.
- Creating a post course action plan.

**You may also be interested in**  
Account Management  
Negotiation Skills  
Upselling

Dates: **23 Jan • 27 Feb • 26 Mar • 25 Apr • 29 May**  
**26 Jun • 23 Jul • 28 Aug • 29 Sep • 27 Oct**  
**24 Nov • 9 Dec**

Price: **£395**  
per person

# Upselling (Ref BS-SCS-UPS)

## (1 Day)

### Business Benefit

The cost of acquiring new customers far out ways the cost of maximising the business potential of existing customers. Upselling is a vital skill in increasing the profitability of a sales force.

This course gives account managers the skills to use upselling to optimise the use of their time.

### Who Should Attend?

Anyone in a sales role who needs to increase the effective use of their time, maximise profits and beat their sales targets.

### Learning Objectives

*By the end of this course you will be able to...*

- Describe the benefits of creating a positive impression.
- Demonstrate the skills of acquiring customer knowledge.
- Recognise and react to 'buying signals'.
- Differentiate between 'cross selling' and 'upselling'.
- Demonstrate effective closing techniques.

### Course Content

- What is 'upselling' and 'cross selling'?
- How to increase your sales revenue and profitability.
- Identifying 'buying signals'.
- Building products and services.
- Developing listening skills.
- Presenting further and added value.
- Action plans.

### You may also be interested in

Negotiation Skills  
Influencing and persuading

Dates: **23 Jan • 27 Feb • 26 Mar • 25 Apr • 29 May 26 Jun • 23 Jul**  
**• 28 Aug • 29 Sep • 27 Oct 24 Nov • 9 Dec**

Price: **£395**  
per person

## The EQV Promise

We ensure that our courses are well received and are delivered by trainers that have actual commercial competency in their chosen subject.

Not only is this essential for our accreditation purposes but it ensures that the trainers will be able to include relevant experiences they themselves have learnt from. This generates appropriate engagement and empathy in the training environment.

When the course is completed we will report back to you about how the training has been received and can indeed evaluate the training right from start to finish after the skills transfer period. This information can come from your account manager who is your main point of contact at all times.

## The EQV Experience

Our training courses take the attendee on a journey of learning and development. Throughout the course everyone is engaged in a stimulating and participative way.

Our courses are designed to encompass many different kind of learning activities making sure they appeal to different natural styles of learning that individuals have.

Activities may include a selection of syndicate work, discussion, pair work, case studies, games, role play, quizzes and presentations.

During the event an individual works on their own implementation plan so that they have a clear plan of how they are going to support their own skills transfer back in the workplace. Whilst it is important for the attendees to enjoy the workshop we want to ensure they apply as much as possible back in the workplace.

## Our Training Centre

Set in the heart of beautiful rolling Leicestershire countryside, our idyllic training facilities not only provide attendees with the perfect environment to concentrate on their individual learning experience but also provide the practicality of ample parking and fully designed and equipped training rooms.

You will be greeted upon arrival by our training co-ordinator who is your point of contact throughout the day should have any specific queries.

A delicious buffet lunch is provided catering for a variety of dietary needs.

## What Delegates Say about this course

