

# Winning Business Academy™

## Tailored Training

### Sales Strategies - Building high performing customer focused culture

**Strategies and Plans** - Unique tools that help to build a picture for the future

**Creating a clear vision** - Building the picture of success

**Prepare a winning strategy** - The foundations for the future

**Build a vibrant company culture** - Stimulating innovation

**Planning for success** - A proven route map to realising your dreams

**Building a competitive edge** - Stay ahead of the pack

**Making your business different** - Stand out from the crowd

**Finding what makes you different** - Using mind mapping to assess and define your USP



## The Foundations - Achieving Sales Supremacy

**How are you performing?** – Focusing on your strengths and addressing the challenges holding you back

**Successful selling skills** – The formula for winning more customers

**Value propositions** – Building a clear message of how you will improve your customer's situation (FBIE model)

**Partnership and consultative selling** – A new way of thinking that builds long-term value and relationships

**Punching above your weight** – Building partnerships and alliances to access new opportunities

**Living in your customers world** – Being one step ahead of your customer

**Mastering product knowledge** – Building a ROI (Return on Investment) case for your offer

**Competitive intelligence** – Recognising where you fit in the market place and how you can gain competitive advantage

**Organisational spirit** – Selling the integrity of your company and recognising its impact on customer perceptions of your business

**Building an effective personal brand** – Selling "yourself" to the customer is fundamental to success. They buy you, your products/services and then your organisation – in that order!



## Building A Sales Process - Delivering Results



**Building a customer road map** – Do you have an effective sales process – Customer Connectivity?

**The three key stages of the sales process** – Find (and reach), win, keep

**Selling to the professional buyers** – Creating a road map for effective engagement – the key stages

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### "Steady and Aim" - Finding and Reaching Customers

**Researching opportunities** – Mapping the dynamics of the market place and homing in on customers

**Choosing your customers** – Applying the 4 F's for successful relationships

**Segmenting the markets** – How do they buy and the patterns

**Finding decision makers** – Be sure to be focusing on the circles of influence and power

**Personal networking** – Being in the right place at the right time

**Press relations and advertising** – Using the media to generate leads and build a great profile

**Marketing tools** – Discover the wide range of tools that you can use to generate new leads

**Branding** – How to build a great company brand without breaking the bank

**Generating quality leads** – Applying the RIP technique to generate high quality responses (Research, Innovate, Plan)

**Innovative ways of reaching customers** – Embracing and deploying innovative methods of generating leads

**Sticky marketing strategies** – Building a marketing campaign that will give great feedback and generate great results

**Thought leadership as a route to more customers** – Utilising your expertise as a way of making a connection

**Qualifying the leads** – Focus on those enquiries that will generate orders

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### "Fire" - Winning The Business

**First impressions count** – Making an immediate impact

**Effective use of body language** – Being aware of what we are saying through our posture and gestures

**Creating your elevator pitch** – Nutshell communications that demonstrate a clear value proposition and deliver impact

**Dealing with different people** – Different people require different approaches – but which ones

**Questioning** – The most powerful questions to get the best results

**Listening skills** – The best sales people are great listeners; learn how to develop those skills

**Negotiation** – The most effective routes to achieve a win – win outcome, a route map for successful sales meetings

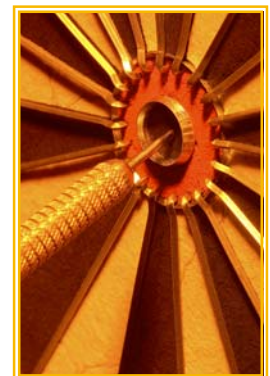
**Winning bids** – How to develop a compelling offer through effective written communication

**Feeding back quality ideas that create an impact** – Using mind maps to feedback ideas to customers and create that wow factor

**Bravery and courage in selling** – How to create an impact by implementing "wow" based strategies – do it differently

**High impact presentations** – Learn how to perform and deliver a great and memorable sales presentation and enjoy it!

**Team selling** – Winning the order is the outcome we must aim for. Discover how a team- based approach proves vital in many sales situations





## Keeping Customers And Maximising Lifetime Value

**Customer Charter** – Your promise to the customer and how all staff should behave to the customer

**Building your account** – The seed, grow, flourish model of building lifetime customer value (LTV)

**Relationships** – How to build long lasting relationships that deliver reoccurring revenue streams

**Trust** – The basis of building accounts and creating customer lock in

**Building the business case** – Using innovation and presenting a business to your customers

**Key account management** – Key tools to ensure effective management of customer connectivity

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## Building Momentum

**Momentum** – Generating personal peak performance, the foundations of success

**Self-leadership** – Developing the skills and attitudes to become a confident leader of “yourself”

**Personal vision** – Creating your personal vision and building a plan to allow you realise your goals and ambitions

**Personal values** – How your personal values will affect how you perform and how you are viewed in the market place

**Accessing the ideal performing state** – Tools to allow you to access peak performance

**Goal setting** – learning the art of goal setting as a way of reaching your business and personal ambitions

**Teamwork** – A fresh look at teamwork. Strategies that are driven by “what’s in it for me? and being clear about it!”

**Great leadership** – Mobilising resources to win

**Working together as a team** – Delivering the desired outcomes



A **Winning**   
Sales Approach™