






## Key to TACK's open courses & unique ISMM member discounts

	This course is endorsed by The Institute of Sales & Marketing Management
	A unique ISMM member discount of 25% applies to all courses listed. Save a further 10% when you book two-part courses together
	TACK Live is our online learning portal for you to use before and long after your course, to get the very best from your training
	Tips and reminders by text message are available following this course, coaching you to put your learning into action
	This is a blended programme which incorporates eLearning with a skills practice and coaching workshop

# ■ PRO-PAYBACK Selling®

## The Sales Training Course

Deliver exceptional sales results with TACK's internationally proven PRO-PAYBACK Selling® model

3 days

ISMM member fee £1012 + VAT

Regular fee £1350 + VAT



This is a two part programme and delegates should attend [PRO-PAYBACK Selling® in Action](#) within 3 months. Buy both at the same time and receive a further 10% discount.

### Programme essentials

Work through TACK's PRO-PAYBACK Selling® model – the only sales model that guides you through the complete sales process. From planning your time and prioritising your opportunities to understanding customers' requirements, presenting solutions with YOU Appeal®, closing the sale and developing the account for future business. The programme incorporates this unique model and the behaviours, skills and solution selling philosophies to understand what makes your customers tick.

### You will learn how to...

- Assess your own selling style
- Sell by Objectives
- Gain and retain your customers' attention
- Investigate effectively
- Use the Customer Motivation Model – apply the concept of YOU Appeal™
- Answer and respond to objections professionally
- Close business profitably
- Keep developing your client relationships

### Dates

Crewe	01-03 March 10	07-09 June 10
Daventry	08-10 March 10	
London	22-24 February 10	22-24 March 10
	17-19 May 10	28-30 June 10
Warwick	08-10 February 10	26-28 April 10

To make a reservation and receive you special ISMM discount please contact us.

Please quote "ISMM Online" when you get in touch.

Tel: +44 (0) 1923 897 900

email: [info@tack.co.uk](mailto:info@tack.co.uk)

# ■ PRO-PAYBACK Selling<sup>®</sup> Blended

Pre-course eLearning and 2 day skills practice workshop

**ISMM member fee £899 + VAT**

**Regular fee £1199 + VAT**

## Programme essentials

Skills and knowledge are vital components of the successful salesperson's toolkit. Applying those skills is, in reality, very challenging to do. Designed for new and experienced salespeople from any selling background, as well as managers and non salespeople requiring greater sales awareness, this unique programme blends TACK's proven PRO-PAYBACK Selling<sup>®</sup> model with eLearning and a highly practical 2 day skills practice workshop.

## You will learn how to...

- Apply the 10 stages of the PRO-PAYBACK Selling<sup>®</sup> model to your own sales situation
- Assess your selling style
- Analyse your own performance and identify areas for further development and practise
- Take your sales skills to a higher level – access to your eLearning for 12 months and an intensive 2 day workshop to practise your skills will help you achieve sustainable improvement

## Dates 2010 for skills practice module - PRO-PAYBACK Selling in Action

Crewe	26-27 April 10	
London	15-16 March 10	
Warwick	24-25 May 10	

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# ■ PRO-PAYBACK Selling<sup>®</sup> in Action

Turn your knowledge into real selling power with this practical skills development workshop

2 days

**ISMM member fee £675 + VAT**

**Regular fee £900 + VAT**

**You will learn how to...**

- Build upon TACK's PRO-PAYBACK Selling<sup>®</sup> model
- Close even the most complex sales quickly and effectively
- Take your skills to a higher level
- Create written business approaches that win meetings at the right level
- Interpersonal styles
- Walk into any situation and consult with confidence
- Create your own personalised DVD – see your increasing skills captured on DVD as you progress throughout the 2 days. Your personalised recorded role-plays will provide you with powerful insight into self improvement. It will stand as an invaluable reference source for best practice ensuring new learning points are locked in permanently.

## **Dates**

<b>Crewe</b>	<b>26-27 April 10</b>	
<b>London</b>	<b>15-16 March 10</b>	
<b>Warwick</b>	<b>24-25 May 10</b>	

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# ■ Professional Telephone Selling

Develop your skills and confidence and enjoy selling over the telephone!

2 days

**ISMM member fee £600 + VAT**

**Regular fee £800 + VAT**

## Programme essentials

This highly practical workshop uses professional sales strategies and constructive techniques to help you deliver profitable business and achieve personal satisfaction in your selling role.

## You will learn how to...

- Focus on your business role
- Structure and plan your calls
- Plan measurable objectives
- Dismantle mental barriers
- Get through to the right people
- Use voicemail to everyone's advantage
- Begin calls confidently
- Engage in conversational questioning
- Answer "Why you?"
- Address resistance
- Get commitment confidently

## Dates

London	08-09 March 10	
Warwick	07-08 June 10	

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# ■ Appointment Making

Create more opportunities with qualified appointments

1 day

**ISMM member fee £296 + VAT**

**Regular fee £395 + VAT**

## Programme essentials

Finding new customers in the face of increased resistance is the challenge of virtually every business. This programme focuses on increasing your opportunities to gain more 'qualified' appointments with prospects who genuinely want to meet you and hear about what impact your product or service can have on their business.

## You will learn how to...

- Generate more qualified appointments
- Get through to the decision maker
- Open the call and gain the contact's attention
- Create and establish the need for an appointment
- Apply the Motivational Model
- Establish rapport
- Respond to objections with confidence
- Close on the appointment

## Dates

London	06 July 10
Warwick	02 March 10

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# ■ Sales for Non-Salespeople

Create a winning customer experience with every customer contact

1 day

**ISMM member fee £333 + VAT**

**Regular fee £445 + VAT**

## Programme essentials

All customer facing employees shape the experience and impression your customers have of your organisation. This practical workshop is designed to provide your people with the knowledge, skills and behaviours they need to make a positive impact on sales and to understand the vital role they play in the customer's experience.

## You will learn how to...

- Establish the customer's needs
- Recognise loyalty and buying opportunities
- Gain and hold the customer's attention
- Be comfortable discussing commercial opportunities with customers
- Be more effective in gathering information
- Ask open questions and engage in active listening
- Deal with customer resistance
- Keep the right people informed

## Dates

London	08 June 10
Warwick	2 March 10

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# ■ Marketing for Business Professionals

Learn the theory and put winning marketing plans into practice

2 days

**ISMM member fee £731 + VAT**

**Regular fee £975 + VAT**

## Programme essentials

Business performance and customer loyalty can be substantially improved when sales and marketing are aligned. This interactive programme will show you the principles of business to business and consumer marketing and the skills of marketing practice. This is designed so that you can apply practical marketing to help meet your sales and marketing goals, so is suitable for salespeople and some marketing professionals.

## You will learn how to...

- Apply the Marketing Mix
- Conduct actionable marketing research
- Assess the competitive strength of your products and services
- Develop marketing communications that hit the right targets
- Price your products and services effectively
- Apply your skills – a practical case study helps you combine all the ingredients of a winning marketing plan and you'll take away a template to develop your own plan

## Dates

<b>London</b>	<b>29-30 March 10</b>
<b>Warwick</b>	<b>19-20 July 10</b>

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# ■ Profitable Negotiating

Win the deal and keep your profit in all business climates

2 days

**ISMM member fee £742 + VAT**

**Regular fee £990 + VAT**

## Programme essentials

The ability to negotiate well is an absolute necessity. Anyone can strike a deal by conceding, but in today's market you can't afford such a tactic. Change the game and turn the typical positional negotiation into a co-operative discussion. Even the toughest procurement specialists will want to do business with you again and you'll keep your margins.

This course offers the latest methodologies and coaching from seasoned negotiators. You'll also receive unique insight into how buyers think and behave.

## You will learn how to...

- Apply the structure of negotiation
- Prepare for your negotiation
- Use logical and psychological techniques
- Recognise the strategies and tactics used by professional buyers
- Overcome the buyer's stance
- Assess the effect of concessions
- Identify your strengths and weaknesses

## Dates

<b>Daventry</b>	<b>25-26 January 10</b>
<b>London</b>	<b>15-16 March 10</b>
<b>Warwick</b>	<b>17-18 May 10</b>

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# ■ Relationship Management

There's more to it than just logic – you can make the difference

2 days

**ISMM member fee £742 + VAT**

**Regular fee £990 + VAT**

## **Programme essentials**

Business is often built upon the relationships you create with your customers, as much as the value of your products and services. This course will give you powerful insight into your own style and behaviours and those of your customers. Experience how to refine your skills for excellent communication and valuable customer relationships, which differentiate you in the eyes of your customers.

## **You will learn how to...**

- **See yourself as your customers see you**
- **Maximise your strengths and overcome your weaknesses**
- **Adapt your interpersonal style**
- **Drill Down to FIND<sup>®</sup> Solutions** – become a skilful investigator by employing TACK's powerful questioning model to get to the heart of your customers' unidentified and identified needs and develop mutually beneficial solutions
- **Understand non-verbal communication**
- **Develop advanced objection handling skills**

## **Dates**

<b>London</b>	<b>22-23 February 10</b>
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# ■ Key Account Management



Protect and grow your most valuable customers  
with the TACK IQ Key Account Management System

**3 days**

**ISMM member fee £1226 + VAT**

**Regular fee £1635 + VAT**

## **Programme essentials**

In most businesses a large proportion of sales revenue comes from a few key customers. As your company's key accounts are your competitors' key prospects, acquiring, protecting and developing these relationships is a must.

## **You will learn how to...**

- Define key accounts
- Identify and prioritise your own key accounts
- Identify the different personality types involved and their priorities, wants and needs
- Apply TACK IQ to your own accounts
- Drill Down to FIND<sup>®</sup> Solutions – become a skilful investigator by employing TACK's powerful questioning model to get to the heart of your customers' unidentified and identified needs and develop mutually beneficial solutions

## **Dates**

<b>Daventry</b>	<b>10-12 May 10</b>
<b>London</b>	<b>15-17 February 10</b>

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# ■ Financial Understanding for Sales Professionals

Get the sale and look after the money!

2 days

**ISMM member fee £742 + VAT**

**Regular fee £990 + VAT**

## Programme essentials

Salespeople are often uncomfortable talking finance. You need to be able to talk finance with your customers if you want to sell at a high level with credibility. This course will help you do exactly that.

## You will learn how to...

- Present a persuasive financial case
- Evaluate what your customers are trying to achieve with their business
- Assess how your decisions and actions affect your company's profitability
- Interpret and make full use of company accounts
- Prepare more usable sales forecasts
- Assess the impact of pricing
- Increase your value to your company

## Dates

<b>Daventry</b>	<b>24-25 February 10</b>
<b>London</b>	<b>14-15 July 10</b>

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# ■ Developing Your Interpersonal Skills

Increase your impact and personal effectiveness

3 days

**ISMM member fee £1012 + VAT**

**Regular fee £1350 + VAT**

## Programme essentials

This dynamic programme will enable you to build on your skills in developing relationships, making decisions and achieving the results you desire.

## You will learn how to...

- Apply the components of Emotional Intelligence
- Use persuasion to deliver the desired results
- Negotiate effectively
- Deal with conflict situations assertively
- Solve problems
- Manage the complexities of corporate politics
- Apply the TACK Executive Profile
- Think creatively

## Dates

London	15-17 February 10
Warwick	24-26 May 10

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# ■ Winning Presentations

**Become a powerful & persuasive presenter – performance improvement guaranteed!**

**2 days**

**ISMM member fee £742 + VAT**

**Regular fee £990 + VAT**

## **Programme essentials**

Communicating, to win new business or to influence an internal audience, has never been so dependent upon outstanding presentations. Few courses offer such total involvement with an absolute guarantee of individual performance improvement. Through DVD recordings and feedback on your presentations on at least two occasions, delegates witness dramatic performance improvement, leaving them more powerful presenters.

## **You will learn how to...**

- Set the right objectives
- Clearly structure your presentation
- Open and close your presentation
- Use confidence cards effectively
- Create Interest Peaks
- Avoid the 'death by PowerPoint' trap
- Use your voice to its full potential
- Handle questions during your presentation
- Look forward to your next presentation!

## **Dates**

<b>Daventry</b>	<b>24-25 May 10</b>
<b>London</b>	<b>01-02 February 10</b>

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# ■ Successful Networking

Turn contacts into business

1 day

**ISMM member fee £333 + VAT**

**Regular fee £445 + VAT**

## **Programme essentials**

Everyone in a business environment knows that nothing is more valuable than personal contacts. The ability to network is a skill which can significantly aid you in any role and in your career development. Being in the same place with potentially useful contacts and customers is not enough. You have to use your time and your skills to maximum effect. This highly practical workshop shows you how to make the most of every opportunity and give you the confidence to develop this key skill.

## **You will learn how to:**

- Communicate with the right people in the right way
- Set clear objectives and targets for every networking opportunity
- Deliver powerful personal introductions
- Quickly get your point across to groups
- How to start conversations
- Quickly qualify people
- How to 'move on'
- Create a lasting impression
- Use business cards to best effect
- 'Work the room'

**Dates – please contact us**

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# ■ Field Sales Management

Succeed through your team

3 days

**ISMM member fee £1181 + VAT**

**Regular fee £1575 + VAT**



This is a two part programme and delegates should attend Field Sales Management 2 within 3 months. Buy both at the same time and receive a further 10% discount.

## Programme essentials

A field sales manager succeeds through team effort. Whether you are newly appointed or experienced, this practical programme provides a wealth of ideas for achieving sales targets through improved performance management.

## You will learn how to...

- Identify your own sales management style
- Organise yourself, your priorities and your time
- Recruit and select your team
- Lead and motivate your sales team
- Prepare and deliver effective and motivational team meetings
- Develop, measure and re-target your team during field visits and appraisals
- Create your own Development Diary and Action Plan
- Train and coach your sales team

## Dates

<b>Daventry</b>	<b>10-12 May 10</b>	
<b>Reading</b>	<b>01-03 February 10</b>	<b>05-07 July 10</b>

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## ■ Field Sales Management 2

Further your skills to maintain peak performance



3 days

**ISMM member fee £1181 + VAT**

**Regular fee £1575 + VAT**

### Programme essentials

This interactive course further develops your skills, enabling you to forecast future sales, plan future operations, introduce change and work with others to successfully fulfil the role of field sales manager.

### You will learn how to...

- Forecast objectively
- Create and develop your own business development plan to increase profitable sales
- Bring about successful change
- Build and retain an effective team
- Identify and measure the ability and effort of each team member
- Produce a motivational training plan
- Analyse performance problems

### Dates

<b>Daventry</b>	<b>08-10 March 10</b>	<b>16-18 August 10</b>
<b>Reading</b>	<b>14-16 June 10</b>	<b>04-06 October 10</b>

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# ■ Strategic Sales Management

Direct a winning team

3 days

**ISMM member fee £1226 + VAT**

**Regular fee £1635 + VAT**

## Programme essentials

With strategic sales management responsibilities you must be a strong leader, responsive motivator, efficient organiser, accurate forecaster, numerate budgeter, inspired speaker, and a successful salesperson! This challenging course will help you develop exceptional all round business skills.

## You will learn how to...

- Analyse the performance of your salespeople
- Analyse your sales channels and market strategy
- Analyse the market and increase your share
- Develop your sales managers and sales team
- Recruit & retain high quality salespeople
- Improve your team's success
- Handle both performance and attitude issues arising within your team
- Assess the impact of your strategic price and budget decisions on the overall corporate budget

## Dates

**Daventry**

**12-14 April 10**

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# ■ Managing Channel Partners

Motivate your distributor channels to promote your business profitability

2 days

**ISMM member fee £862 + VAT**

**Regular fee £1150 + VAT**

## Programme essentials

Selling through a team or an organisation that is not directly under your control presents special challenges. Learn how to train and motivate your channels to achieve outstanding results. Learn how to set performance standards and monitor results. Whether you are newly appointed or experienced, this very practical programme gives a wealth of ideas for achieving company targets. Case studies, lectures, role-plays, questionnaires and a unique 'computer-generated' simulation exercise combine to provide a stimulating and enjoyable two days.

## You will learn how to...

- Recruit the right channel partners
- Use interview techniques to fully explore potential channels
- Produce and present business plans that win commitment from your channels
- Effectively monitor your channel partners
- Use marketing to promote your business profitably
- Become a flexible and effective channel manager
- Motivate your distributors for a win/win outcome
- Implement distributor training programmes that 'stick'
- Apply the principle of Partnership Selling
- Assess and manage performance

## Dates

<b>London</b>	<b>22-23 March 10</b>
<b>Warwick</b>	<b>21-22 June 10</b>

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