

# Sales & Customer Service Training

Reed Learning was founded in 1995. Since then we've grown into the foremost professional learning organisation in the UK through our continued and passionate commitment to delivering results that make a real difference. We train over 20,000 people per year and have a portfolio of over 250 short courses and qualifications.

Quote **ISMM10** for a 20% discount on all programmes

**REED**  
LEARNING  
●●●



## Get ahead with our Sales Qualifications:

*"The Diploma in Advanced Sales & Marketing helped me fill in the gaps in my knowledge, and also allowed me to practise the skills learnt in a safe and controlled environment. I have adapted all the learning into my day to day working life and I can't believe what a difference this qualification has made. I would highly recommend it to anybody who wants to get an edge over the competition."* **Sukvinder Kooner, APMCO Metals**



**GET QUALIFIED  
WITH ISMM  
ACCREDITED  
TRAINING**



## LEVEL 3 QUALIFICATIONS IN ADVANCED SALES AND MARKETING AWARDED BY ISMM

Awarded by the Institute of Sales and Marketing Management, these qualifications give aspiring sales people or practising sales professionals all the skills they need



### Who is it for?

Each qualification provides a thorough grounding in essential sales skills for those new to the profession and the latest sales tips to energise business development activity for those with more experience.

### What is it about?

In a challenging, competitive environment, every sales professional needs to develop the core skills and techniques that will give them the edge over the competition. Each of the qualifications will help sales people with both their theoretical knowledge and practical techniques for increasing sales.

### What will I get out of it?

- A nationally recognised qualification, awarded by the Institute of Sales and Marketing Management (ranked level 3 on the National Qualifications Framework)
- Membership of the ISMM, the UK's only professional body for sales professionals
- A boost to your sales credentials and potential, allowing you to take the next step on your career ladder
- Skills to become a successful sales person, with the confidence to maximise your potential

### Award overview

Two days' training followed by a written report detailing a typical sales meeting in the delegate's industry. All of the programmes are designed to fit your learning around work and life commitments. The award typically takes around two months to complete.

### Certificate overview

Four days of training followed by the same assessment as the award programme plus a written marketing report. The certificate typically takes five months to complete.

### Diploma overview

Three compulsory modules over six days, plus a further one-day elective; with your learning evaluated throughout the programme. Upon completion of all training modules and assessments you will be required to complete a final report. Delegates typically take between nine and twelve months to complete the qualification. Evaluation of your learning is through a combination of written assessment, role play and a final report. You will be fully supported throughout the assessment process by Reed Learning's expert tutors.

**Both the award and certificate programmes can be upgraded to the diploma at any time.**

#### Award programme

2 Days, £940 + VAT

#### Certificate programme

4 Days, £1,598 + VAT

#### Diploma programme

7 Days, £2,516 + VAT

#### Cost includes

- All training courses and refreshments
- Tutor support via phone and email
- Full assessment and certification
- ISMM membership

**GET 20% OFF WHEN YOU QUOTE ISMM10**

 This qualification is mapped to the QCF

Awarded by the Institute of Sales and Marketing Management



## INTRODUCTION TO SUCCESSFUL SELLING

Establish the vital foundations to be able to sell to anybody and gain a Level 3 Award in Advanced Sales & Marketing from the Institute of Sales and Marketing Management



THREE-STAGE  
BLENDED LEARNING  
PROGRAMME

### Now includes

- Role-play scenarios
- The CSA and PROEP models
- Updated value propositions
- Selected reading list



### Who is it for?

A foundation course for those new to sales or who have experience but no formal training in selling.

### What is it about?

This course teaches new sales people tried and tested techniques, providing solid sales strategies for different situations. It also delivers support and guidance for current salespeople who are looking for more structure and immediately useful tools and techniques.

**NOW INCLUDES OPTION TO COMPLETE THE ISMM AWARD IN ADVANCED SALES AND MARKETING**

### What will I get out of it?

- Full understanding of what excellence in sales looks like
- Expert guidance to increase sales levels
- Planning methods so that you approach every sales opportunity fully prepared
- More appointments secured by telephone using a structured approach
- The chance to practice your new skills and get feedback to develop them further
- Perceptive questioning skills to uncover requirements
- An improved close ratio by matching customers' needs to product benefits
- Face to face selling techniques
- Persuasion strategies to increase flexibility in prospects
- A blended learning experience that allows your learning to continue at work
- Option of gaining a ISMM Level 3 qualification, based on a written assessment to be submitted after the course (approx. 2000 words)

### Stage 1 – the course

- Understand the range of skills a successful salesperson needs
- Planning and objective setting to make the most of the limited time you have to sell within
- SWOT and PESTLE planning tools
- Differentiating yourself and your proposal from the competition
- Questioning techniques to uncover opportunities:
  - Open and closed questioning
  - Background and difficulty questions
  - Consequence and improvement questions
- Creating flexibility in your prospect
- Using features and benefits to demonstrate capability – applying this to your own product/service
- Gaining commitment using the closing the deal
- Techniques to handle and overcome objections, practiced in a role-play

- Selling face to face
  - Understand the importance of body language, pitch, pace and projection
- A method for structuring your proposal
  - The fundamentals of negotiation
  - Plan, negotiate, consolidate
- Build a personal action plan to put skills into practice at work

### Stage 2 – MP3 learning bites

- 1 Successful selling skills
- 2 Negotiation skills for sales people
- 3 Building relationships

### Stage 3 – e-learning

After attending the course a modular e-learning programme will be delivered to your inbox. These interactive, bite-sized follow-ups can be completed in your own time, cementing the learning from the course with further practical exercises designed to help you practice your essential new sales skills.

Duration & cost	2 Days, £940 + VAT
Location	Birmingham, Bristol, London, Manchester
Code	ISS

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 Forms part of the Diploma in advanced sales & marketing, accredited by the Institute of Sales & Marketing Management

 Includes 'Learning on the go' modules



## KEY ACCOUNT MANAGEMENT

A structured approach to account development and building great client relationships

## WINNING TELESales TECHNIQUES

Expert telephone sales tuition

### Who is it for?

Newly appointed account managers who wish to learn the most profitable way to manage accounts.

### What is it about?

This course helps you manage accounts effectively in a competitive market where clients can be increasingly demanding. You will learn best-practice techniques to engage with clients, negotiating, reporting and providing high levels of service when managing multiple relationships.

### What will I get out of it?

- Business development skills for gaining entry to potential new clients
- Know-how to build long-term relationships at all levels within clients' organisations
- Negotiation skills to persuade, influence and grow existing accounts
- Networking skills to grow your existing client base
- Ability to manage multiple relationships with equally high levels of service
- An official certificate provided by the Institute of Sales and Marketing Management (ISMM)
- An opportunity to apply for membership of the ISMM at a specially discounted rate (exclusive to delegates who have attended an ISMM endorsed training programme with Reed Learning)

### Course overview

- Practical exercises to determine what is needed in key account management, and what makes the top account manager successful
- Know your role as an account manager: assess, set goals, benchmark, bridge
- Know what you're up against by researching and analysing competitors
- Identify the decision making unit (DMU)
- Engage with the buyer's point of view to correctly realise their needs
- Identify client expectations and negotiate mutual goals
- Work with your client to manage change
- Learn different styles of persuasion and influence
- Best practice in database and report management
- Writing proposals



<b>Duration &amp; cost</b>	2 Days, £931 + VAT
<b>Location</b>	London
<b>Code</b>	KAM

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### Who is it for?

This course is for telesales and customer service personnel who deal with in and out-bound sales calls in order to sell more of their products or services.

### What is it about?

This is our masterclass for phone-based sales people. A highly practical course, it takes a look at the elements that make up successful telesales calls. It then translates these into simple techniques and tools that you can take back to work and use straight away to improve your sales success. The course is interactive and makes use of a PhoneCoach® system allowing you to practice new techniques and get expert feedback.

### What will I get out of it?

- A proven five-stage process to make your calls ten times more effective
- An ability to cross and up-sell
- Techniques to build rapport in those all-important first few seconds
- Strategies to overcome objections and gain commitment from the customer
- Seven questioning techniques to identify exact customer needs
- Use of PhoneCoach® in the course to practice and hone your new skills in a safe and secure environment

### Course overview

- Improve rapport by adapting your behaviour accordingly – generate that crucial connection in the first vital 30 seconds over the phone.
- Analyse verbal communication, in particular tone, projection and pace.
- Arm yourself with seven different types of questioning techniques.
- Improve your ability to cross-sell and up-sell.
- Create impact using effective opening statements
- A proven sales process which is easy to follow in order to achieve a sale
- Know the importance of planning and research
- Maintain focus and professionalism when making outbound calls by introducing a coherent structure
- Differentiate yourself and your proposition from your competitors
- Close the call and capitalise on the sale by recognising buying signals
- How to ask for the business without being overpowering
- Overcome objections by staying in control of your calls

<b>Duration &amp; cost</b>	2 Days, £806 + VAT
<b>Location</b>	London
<b>Code</b>	WTT

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Download bite size MP3 training when you book this course. See [www.reedlearning.co.uk/onthego](http://www.reedlearning.co.uk/onthego) for details



## THE CLIENT MEETING: FACE-TO-FACE SELLING

Develop rapport with clients and successfully close a winning deal with confidence

### Who is it for?

Sales professionals who want to gain new business and develop existing accounts in a professional and confident manner.

### What is it about?

This workshop teaches delegates practical skills in structuring and controlling a face-to-face sales meeting. It offers helpful insights into rapport building, overcoming objections and selling your product / service according to the buyer's needs with confidence. This course will be of real value to those who regularly visit clients.

### What will I get out of it?

- Achieved objectives from every sales meeting
- Control of the discussion without resorting to aggression or pleading
- Confidence in face-to-face selling
- The formula to beat resistance and overcome all possible objections
- The ability to leave a memorable impression and clear message with any client

### Course overview

- Why preparation is vital
- How to research the meeting effectively
- Understand the client's organisation and its core values
- How to structure the meeting
- How to pace and lead your client during the meeting using an engaged and controlled approach
- Learn the four-part structure that signposts the meeting and maximises selling opportunities
- Identify the 5 key reasons why people buy and how to use these to your advantage
- Develop rapport with your clients through non-verbal communication techniques
- Use features and benefits to demonstrate your capability
- Close the meeting with a win: win and agree the next stage of the process
- Anticipate resistance and overcome objections to your product or service
- Make clients more flexible in their expectations

## MANAGING A SALES TEAM

Lead your team to success

### Who is it for?

Sales managers who lack formal management or leadership training but aspire to be more effective in their role.

### What is it about?

This course defines the unique challenges of leading rather than just managing a sales team. Delegates will learn to organise the day-to-day tactics of each member of their sales force to ensure they exceed targets. You will learn how to facilitate sales through motivating individuals and creating synergy in the team.

### What will I get out of it?

- Leadership skills
- Exceeded targets through guidance, coaching and training
- Each team member realising their maximum potential
- A synergy in your team to reach best ever results
- Accreditation from the Institute of Sales and Marketing Management (ISMM)
- An opportunity to apply for membership of the ISMM at a specially discounted rate (exclusive to delegates who have attended an endorsed training programme with Reed Learning)



### Course overview

- Leading a sales team, rather than merely managing it
  - Getting to grips with your purpose: being a MODEL manager
  - The three great sins
  - The three dimensions of effective leadership
- Developing individuals in the sales team
  - The four styles of sales management
  - How coaching and facilitating fits into the process
  - Effective delegation to achieve the results you want!
  - Motivating your people through the 5Rs
- Developing a sales team
  - Generating synergy so that the team achieves more than the sum of its parts
  - Classic roles within a sales team

**Duration & cost** 1 Day, £424 + VAT

**Location** London

**Code** SCM

**GET 20% OFF WHEN YOU QUOTE ISMM10**

**Duration & cost** 2 Days, £832 + VAT

**Location** London

**Code** LBST

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Endorsed by the Institute of Sales and Marketing Management





THREE-STAGE  
BLENDED LEARNING  
PROGRAMME

## NEGOTIATION SKILLS FOR SALES PEOPLE

Maximise your negotiating power  
– secure win-win outcomes

### Now includes

- Enhance your negotiation skills role-playing with experienced actors
- Selected reading list for advanced learning

#### Who is it for?

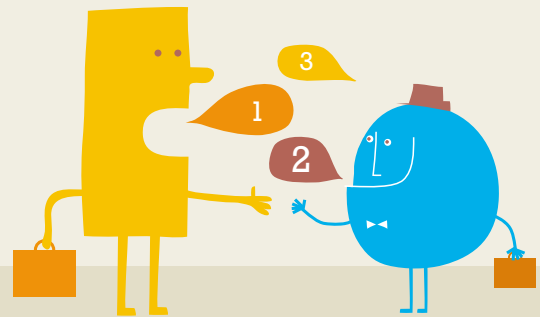
An essential course for anyone in a sales role looking for a complete negotiation toolkit.

#### What is it about?

A two-day intensive workshop that will assess your negotiation skills and arm you with tactics and techniques so you can walk into any negotiation with confidence. It's about planning your negotiation to ensure success, eliminating threats, maximising your negotiating power and ultimately forming lasting agreements that make all parties happy.

#### What will I get out of it?

- An understanding of what negotiation is (and what it isn't!)
- The ability to achieve win-win outcomes every time
- A strategy for successful negotiation based on careful planning
- Improved face to face communication and rapport building skills
- Tried and tested questioning techniques to establish trades and build flexibility
- Tactics that ensure you will always trade and never concede
- The opportunity to role-play with experienced actors who will challenge and engage you, to help apply your newly acquired skills and behaviours
- A blended learning experience that allows your learning to continue at work



#### Stage 1 – the course

- Negotiation defined – what it is and what it is not
- The traits of a successful negotiator
- Preparing to negotiate
  - Setting objectives and identifying those that are win-wins early in the process
  - Researching intelligently and preparing your fallback positions
  - SWOT and PEST analyses on your opposite party
  - Deciding what you can and cannot trade – preparing “what if” scenarios
- The negotiation
  - Creating a constructive environment
  - The 3 Vs of communication – visual, vocal and verbal
  - Managing the initial bids of each party
  - Questioning techniques to control the process, develop trades and conclude the negotiation
  - “What if” questions to develop your versatility
- Background, assertion and difficulty questions – the BAD Model
- Learning to trade not concede
- Dealing with difficult situations
- Practical exercises to put these principles into practice
- Individual action planning to transfer your learning back to work

#### Stage 2 – MP3 learning bites

- 1 Negotiation skills for sales people
- 2 Getting your message across
- 3 Thinking on your feet

#### Stage 3 – e-learning

After attending the course a modular e-learning programme will be delivered to your inbox. These interactive, bite-sized follow-ups can be completed in your own time, cementing the learning from the course with further practical exercises designed allow continued development of your new negotiation skills.

Duration & cost	2 Days, £958 + VAT
Location	Birmingham, London
Code	SNS

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Forms part of the Diploma in advanced sales & marketing, accredited by the Institute of Sales & Marketing Management



Includes 'Learning on the go' modules



## THE SALES WORKOUT... LIVE!

Combine coaching with live calls to perfect your technique and make real sales!



**“Engaging! Interactive! Really made me think on my feet. The calling and listening back was fantastic, definitely the best way to improve.”**  
Aisha Forde, Sales Executive, RCN

### Who is it for?

All salespeople who wish to review, refresh and re-energise how they sell with help from an experienced coach.

### What is it about?

This course offers the innovative dynamic of a live approach! Each participant will have the opportunity to make live telephone calls to existing clients and new business prospects, furthering lead generation and wherever possible, gaining commitment to the next stage. The chance to achieve immediate and tangible results on the day can have the biggest impact on developing confidence and changing behaviour in the long-term.

The calls are analysed by the trainer, who will offer guidance and advice on perfecting your technique. They will also assist with reviving former or dormant accounts. You will benefit from a combination of formal input, facilitated discussion, expert coaching, individual and group activities.

### What will I get out of it?

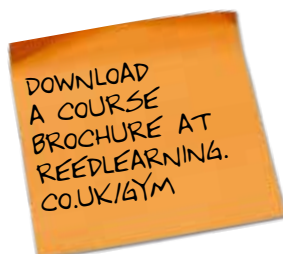
- Improved confidence in undertaking cold calling and prospecting sessions
- Simple structures, frameworks and strategies
- Use of the ‘phone coach’ system to practice and hone your new skills
- Practical advice and expert tuition for turning a cold call into a positive outcome
- Real return on your training investment in just one-day: appointments in the diary and requests for proposals

### Course overview

- Mindset for business development
- Creating a database of leads
- Planning and preparing your calls
- Techniques for making positive introductions using the telephone, including:
  - What to say and what to avoid
  - Getting past the gate-keepers and through to the decision-maker
  - Developing excellent listening and questioning strategies
- Developing positioning statements
- Dealing with questions, objections or resistance
- Closing on next actions

### Pre-workshop activity

**Participants are required to bring a list of qualified sales leads (approx 50) to the course for the live calling sessions.**



<b>Duration &amp; cost</b>	1 Day, £525 + VAT
<b>Location</b>	London
<b>Code</b>	GYM

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## CUSTOMER SERVICE FOR CREDIT CONTROL

Manage and build customer relationships while recovering payment

### Who is it for?

Personnel working in Credit Control when chasing payment and recovering bad debt from customers.

### What is it about?

Positive and assertive interaction with customers by credit control is essential in ensuring their organisations receive payment, whilst maintaining good customer relations and loyalty. The course helps you to maintain your professionalism when dealing with the emotive issues around debt and difficult customer behaviour. It will help you to take control and achieve positive outcomes.

### What will I get out of it?

- A recognition of the significance your role in generating customers' cooperation, goodwill and loyalty
- A clear structure for controlling a call, achieving objectives, while still providing a good customer experience
- Listening skills to develop rapport to diffuse the situation
- Ways to handle common credit-control 'excuses'
- Assertive techniques to manage difficult behaviours

**"Outstanding, simply outstanding! Great topics covered and all key to my role." Zoe Gascoigne, I Holland Ltd**

### Course overview

- The essential principles of customer care and your role in the service process
- Different communication styles and their consequences (assertive, aggressive & submissive)
- Understanding Rights and Responsibilities
- 'First things First' – establishing clear parameters
- Using a clear, assertive framework for call control
- Creating rapport & listening actively
- How to handle aggressive behaviour and take control of difficult situations
- Responding to common credit control 'excuses'
- Disagreeing agreeably – saying 'no' when you have to

<b>Duration &amp; cost</b>	1 Day, £384 + VAT
<b>Location</b>	London
<b>Code</b>	CSC

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## HANDLING CUSTOMERS PROFESSIONALLY

Deliver outstanding service to build customers' trust, respect and loyalty

### Who is it for?

For customer facing frontline and support staff, whose actions can have a significant impact on their company's reputation and success.

### What is it about?

A foundation for understanding the principles, attitudes, and skills essential for delivering an excellent customer experience, to gain, maintain and grow existing relationships.

### What will I get out of it?

- How to create a positively memorable service experience
- Ways to manage customers' expectations and where possible to exceed them
- A recognition of the significance of good and bad service on customers' loyalty, and your company's reputation
- The ability to turn around customer complaints and dissatisfaction
- A framework for saying 'no' constructively, and giving 'bad' news



### Course overview

- Meeting and exceeding customers' expectations
- The service balance: competence and care
- Building customer relationships and loyalty
- The internal customer service links
- Projecting a professional image face-to-face, on the phone and e-mail
- Customer service behavioural styles and their consequences
- The 8 A's formula for handling complaints
- Best practice for saying 'no' constructively, and giving bad news

<b>Duration &amp; cost</b>	1 Day, £444 + VAT
<b>Location</b>	London
<b>Code</b>	HCP

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## MANAGING DIFFICULT AND DEMANDING CUSTOMERS

Transform customers with unreasonable expectations into lifelong allies

### Who is it for?

If you have faced difficult customer situations in the past, or are likely to in the future, either face-to-face or on the telephone, you will find this course of benefit.

### What is it about?

This course gives front-line personnel the skills to react calmly and positively with difficult customers by giving them an understanding of the causes of difficult behaviours and techniques to diffuse them. Delegates will learn how to distance themselves from any personal remarks and respond professionally without entering into arguments. (The course covers verbal not physical aggression or violence.)

### What will I get out of it?

- A greater understanding of what causes customers to be demanding or difficult
- The personal skills to stop taking things personally or becoming emotional
- Recognition of the best way to manage your responses, engaging "the professional brain"
- Strategies for handling different types of difficult situations
- An ability to 'stand your ground' when unable to say "yes"
- Confidence and guidelines for dealing with unacceptable behaviour

**"I had a very good time! I left with a wider perspective and lots of ideas to put into practice back at work."**  
**Elena Cotelici, London Borough of Hackney**

### Course overview

- The 'stress volcano' – factors that contribute to difficult behaviours
- Different communication channels and their effect
- Engage the 'professional brain' instead of the emotional, reactive brain
- Manage difficult situations using the HELP framework
- Learn how to say no when you can't say yes
- How to give unwelcome news
- Handle criticism, put-downs, arrogance, persistence or patronising behaviours
- Professional guidelines for handling extreme and unacceptable behaviours

## PROFESSIONAL TELEPHONE TECHNIQUES

Create the right impression and learn how to control and guide the conversation

### Who is it for?

A highly practical course for any frontline staff wanting to improve their telephone communication skills using state-of-the-art telephone coaching equipment.

### What is it about?

For most organisations today, the telephone is the key mode of communication with customers. An impression of your whole organisation can often be formed on the quality of one call, and point of contact. This course looks at 'best practice' at each stage of a call; and how to control and guide a call to generate the confidence and respect of customers. Additionally, the course will consider ways to professionally manage more difficult customer situations.

### What will I get out of it?

- A confident and professional telephone manner
- Understanding of best practice at key stages of a call
- The techniques to control and guide the call and handle difficult situations
- Phrases that generate customers' confidence



### Course overview

- Create a professional image on the telephone
- Use phone communication to your advantage and overcome its limitations
- Know the key stages of a call (answer, handover, conclude)
- Use your voice and language to sound professional and positive
- Control a call and gain information
- Question and listen effectively
- Know the importance of check-back
- Manage a difficult situation with EASE
- Screen calls, handle the 'waffler', 'long-winded' or 'insistent' caller

**Duration & cost** 1 Day, £474 + VAT

**Location** London

**Code** MDDC

**GET 20% OFF WHEN YOU QUOTE ISMM10**

**Duration & cost** 1 Day, £444 + VAT

**Location** London

**Code** PTT

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