

■ Key to open courses



This course is endorsed by the Institute of Leadership & Management



This course is endorsed by The Institute of Sales & Marketing Management



Tips and reminders by text message are available following this course, coaching you to put your learning into action



Save up to 30% 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



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 3-6 months. Buy both at the same time and get **30% off** the part 2 programme.

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** – adapt it to suit your customers, in line with TACK's research into buyers' likes and dislikes when dealing with salespeople
- **Sell by Objectives** – plan your approach for every stage
- **Gain your customers' attention** – maintain it throughout the call
- **Investigate effectively** – ask the right questions at the right time to fully understand your customers' needs and wants
- **Use the Customer Motivation Model** – apply the concept of YOU Appeal® so your solution meets the customer needs and priorities you've uncovered
- **Answer and respond to objections professionally**
- **Close business profitably** – identify buying signals and proactively build customer commitment
- **Keep developing** – your client relationships for long term, profitable business

To complete this programme, delegates should attend [PRO-PAYBACK Selling® in Action](#) within 3-6 months.

Dates

Coventry	14-16 March 11	09-11 May 11	29 June-01 July 11
	10-12 August 11	26-28 September 11	12-14 December 11
London	04-06 April 11	06-08 June 11	18-20 July 11
	05-07 September 11	17-19 October 11	28-30 November 11

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

■ PRO-PAYBACK Selling[®] Blended



Pre-course eLearning and sales skills practice workshop

eLearning + 2 days

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[®] 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[®] model to your own sales situation** – through a series of interactive exercises, case studies and role-plays on and off line
- **Assess your selling style** – the impact it has on others and when you need to 'flex'
- **Analyse your own performance and identify areas for further development and practise** – with support from fellow delegates and coaching from your course leader
- **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 and results

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

Coventry	11-12 April 11	15-16 August 11	03-04 November 11
London	28 February-01 March 11	13-14 June 11	19-20 September 11
	05-06 December 11		

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■ PRO-PAYBACK Selling[®] 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[®] model** – role play your customer visits to reinforce your key skills
- **Close even the most complex sales quickly and effectively** – the challenging 'sales maze' will test your skills as you make a series of critical decisions on the way to closing a significant sale
- **Take your skills to a higher level** – choose your weak spots in the sales process and turn them into strengths
- **Create written business approaches that win meetings at the right level** – gain appointments with the *real* decision makers at the level you want and not where the prospect's procurement system sends you.
- **Interpersonal styles** – master an understanding of yourself and others and learn how to flex your approach. Quickly build and maximise on client relationships by using our interpersonal styles profiling system.
- **Walk into any situation and consult with confidence** – design your own role play to suit your market and receive one to one coaching with our trained consultant.
- **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

Coventry	11-12 April 11	15-16 August 11	03-04 November 11
London	28 February-01 March 11	13-14 June 11	19-20 September 11
	05-06 December 11		

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■ Solution Selling

Learn how to be 'valuable' to your customers

3 days

ISMM member fee £1042 + VAT

Regular fee £1390 + VAT

Programme essentials

Businesses don't buy products or services – or even people. They buy results. So today's salespeople can only succeed by selling solutions – those which address their customers' priorities. Starting by clearly identifying true priority needs, this course shows sales professionals how to present their offer in terms of its contribution to business goals, justify cost, and sell 'return on investment' (where this is a key decision factor).

You will learn how to...

- Avoid some common pitfalls
- Build strong personal relationships with different customer personalities
- Sell conversationally and consultatively
- Use TACK's unique FIND[®] technique for solution sales
- Use Offer Analysis to sell the financial benefits of your value proposition
- Understand different Interpersonal Styles and how you need to adapt your communication and objection answering to match each type of customer
- Identify your customers' true needs and priorities
- Design and present your solution in a very clear and motivational way and win against tough competition
- Successfully manage relationships with different types of people in customer companies and answer their concerns and objections
- Negotiate favourable terms and conditions with procurement
- Achieve 'Trusted Advisor' status in the eyes of your customers

Dates

Coventry	09-11 March 11	05-07 September 11	
London	16-18 May 11	09-11 November 11	

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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** – protect, build and expand your sales with pro-active calls
- **Structure and plan your calls** – for more effective results
- **Plan measurable objectives** – to optimise your selling time
- **Dismantle mental barriers** – create a positive state that builds inner confidence and translates into positive results
- **Get through to the right people** – minimise wasted time
- **Use voicemail to everyone’s advantage** – it’s a great sales tool when used professionally!
- **Begin calls confidently** – involve the customer from the start
- **Engage in conversational questioning** – see how one high value question gives you the answers you need
- **Answer “Why you?”** – personalise the impact of your product or service
- **Address resistance** – respond to both the logical and emotional element comfortably and naturally
- **Get commitment confidently** – successfully conclude the call where both parties are happy!

Dates

Coventry	10-11 May 11	08-09 November 11
London	02-03 August 11	

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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** – use a structure to make your calls to give you greater control and confidence
- **Get through to the decision maker** – deal with gate keepers and influencers professionally and with confidence
- **Open the call and gain the contact's attention** – instantly engage in an effective conversation!
- **Create and establish the need for an appointment** – use 'logic' questions and listening skills so you can match the benefits of your products or services to the needs identified
- **Apply the Motivational Model** – use the concept of YOU Appeal® so the solution you're introducing meets the needs and wants you've uncovered
- **Establish rapport** – build a relationship throughout the call
- **Respond to objections with confidence** – respond to questions professionally and build a better understanding of your prospect
- **Close on the appointment** – motivate your prospect to say "yes" by applying the right close to your call

Dates

Coventry	28 June 11	15 November 11
London	22 September 11	

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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** – match your products/services to those identified
- **Recognise loyalty and buying opportunities** – and act on them
- **Gain and hold the customer's attention**
- **Be comfortable discussing commercial opportunities with customers**
- **Be more effective in gathering information** – understanding needs and wants
- **Ask open questions and engage in active listening** – summarise discussions and take effective notes
- **Deal with customer resistance** – build an objection bank and develop persuasive responses
- **Keep the right people informed** – who needs to know what?

Dates

Coventry	01 March 11	06 September 11
London	07 June 11	30 November 11

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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** – understand the elements that make up the Marketing Mix and successfully apply them to a real scenario
- **Conduct actionable marketing research** – how professional research provides customer insight to help secure competitive advantage
- **Assess the competitive strength of your products and services** – using models you'll understand why different products and services require different levels of management and investment
- **Develop marketing communications that hit the right targets** – learn about different communication objectives and best promotional channels to deliver persuasive messages to your target audience
- **Price your products and services effectively** – understand why pricing decisions are critically important and how to make informed decisions
- **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

Daventry	25-26 July 11	
London	21-22 March 11	21-22 November 11

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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** – from pre-planning through to follow up, so you will know when to move on to the next stage
- **Prepare for your negotiation** – research shows that your outcome is largely determined before you get to the table. Prepare and increase your chances of success
- **Use logical and psychological techniques** – plan your strategy and carry out your negotiation professionally
- **Recognise the strategies and tactics used by professional buyers** – and apply effective countermeasures
- **Overcome the buyer's stance** – by understanding their priorities, wants and needs
- **Assess the effect of concessions** – will the end result still be commercially viable?
- **Identify your strengths and weaknesses** – and those of others through role-play and analysis, allowing you to improve your negotiating style

Dates

Coventry	18-19 April 11	04-05 August 11	14-15 November 11
London	20-21 June 11	03-04 October 11	

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■ Key Account Management



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

2 days

ISMM member fee £742 + VAT

Regular fee £990 + 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** – understand what makes an account 'key' and how certain customers evolve from transactional accounts to strategic partnerships
- **Identify and prioritise your own key accounts** – providing you with a rational and logical basis for account selection and subsequent development
- **Identify the different personality types involved and their priorities, wants and needs** – understand your own personality and how to adapt your selling style to the variety of decision makers who are often involved in a complex sale
- **Apply TACK IQ to your own accounts** – you will take away our account development system on CD-ROM to apply to your complete account base. TACK IQ is totally flexible, helping key account managers to plan, research, analyse, develop and protect their key accounts
- **Drill Down to FIND 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

Daventry	07-08 March 11	31 October-01 November 11
London	23-24 May 11	
Reading	15-16 August 11	

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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** – target your customer’s known hot issues and help them to achieve their objectives
- **Evaluate what your customers are trying to achieve with their business** – appreciate the relationship between the make up of the business structure, costs and your customer’s objectives
- **Assess how your decisions and actions affect your company’s profitability** – using case studies and practical exercises, see how a profitable deal could still kill your company
- **Interpret and make full use of company accounts** – use figures selectively and knowledgeably to reveal the financial health and pressure points that a customer is under before you make your sales call
- **Prepare more usable sales forecasts** – know what tools to use, how to apply them to produce a range of possible benefits and understand the likely outcomes
- **Assess the impact of pricing** – what factors affect the pricing decision and when to employ different strategies in different markets
- **Increase your value to your company** – think of yourself as a profit centre and the contribution you make to the bottom line

Dates

Coventry	14-15 September 11	
London	08-09 June 11	23-24 November 11

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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** – increasing your chances of business success
- **Use persuasion to deliver the desired results** – understand your style and adapt it to get the best from every situation
- **Negotiate effectively** – to achieve your objectives whilst maintaining a strong relationship
- **Deal with conflict situations assertively**
- **Solve problems** – and make effective decisions
- **Manage the complexities of corporate politics**
- **Apply the TACK Executive Profile** – understand yourself and how you come across by receiving structured feedback from your fellow delegates
- **Think creatively** – receive feedback on whether you are better able to use left or right brain thinking and develop ways to overcome any weaknesses

Dates

London

21-23 June 11

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Tel: +44 (0) 1923 897 900

email: info@tack.co.uk

■ 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** – what do you want to achieve and what does your audience want to hear?
- **Clearly structure your presentation** – motivate and persuade your audience
- **Open and close your presentation** – for maximum impact
- **Use confidence cards effectively** – ensure you don't 'dry up', whilst retaining spontaneity
- **Create Interest Peaks** – to avoid the light of interest fading from your audience's eyes!
- **Avoid the 'death by PowerPoint' trap** – retain your audience's attention with the right screens and right content
- **Use your voice to its full potential** – make maximum use of your natural asset
- **Handle questions during your presentation** – obtain audience involvement and commitment
- **Look forward to your next presentation!**

Dates

Coventry	19-20 September 11
Daventry	23-24 May 11
London	07-08 November 11

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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 3-6 months. Buy both at the same time and get **30% off** the part 2 programme.

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** – improve performance by adapting your approach to meet the needs of your team
- **Organise yourself, your priorities and your time**
- **Recruit and select your team** – develop an interview plan to maximise your chances of selecting successful salespeople
- **Lead and motivate your sales team** – so they achieve the best results in good times as well as bad
- **Prepare and deliver effective and motivational team meetings**
- **Develop, measure and re-target your team during field visits and appraisals** – to meet performance indicators
- **Create your own Development Diary and Action Plan** – to help you, your team and your company long after the programme
- **Train and coach your sales team** – for continued productivity in both the quality and quantity of their work

To complete this programme, delegates should attend [Field Sales Management 2](#) within 3-6 months.

Dates

Coventry	25-27 July 11	
London	19-21 September 11	
Reading	09-11 May 11	07-09 November 11

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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** – an essential skill for every team member
- **Create and develop your own business development plan to increase profitable sales** – based on your own customer base
- **Bring about successful change** – using change management principles to help sales teams quickly adapt to changing market conditions
- **Build and retain an effective team** – apply key recruitment and teambuilding techniques
- **Identify and measure the ability and effort of each team member** – use a Performance Improvement Plan to decide upon the appropriate action
- **Produce a motivational training plan** – recognise sales training needs within your team and act on them
- **Analyse performance problems** – counsel your sales personnel to achieve success where there are concerns

Dates

Coventry	16-18 May 11	05-07 December 11
London	14-16 March 11	24-26 October 11
Reading	22-24 August 11	

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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** – along with your management response to individual development needs
- **Analyse your sales channels and market strategy** – optimise your resources by utilising the correct channel from lead generation to strategic account management
- **Analyse the market and increase your share** – by using the concepts of Total Market Opportunity and the Customer Portfolio Matrix
- **Develop your sales managers and sales team** – through performance management and coaching
- **Recruit high quality salespeople** – and keep them!
- **Improve your team's success** – by motivating every member
- **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** – the effect on cash flow, profit and ROI

Dates

Daventry	06-08 April 11
London	19-21 October 11

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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** – identify characteristics of a 'dream distributor' to match your own channel portfolio
- **Use interview techniques to fully explore potential channels** – avoid costly mistakes of wrong partner selection
- **Produce and present business plans that win commitment from your channels** – target key elements and present them in an acceptable way to your channels
- **Effectively monitor your channel partners** – understand the importance of Key Performance Indicators in channel management and how to set them so you can monitor activity and targets
- **Use marketing to promote your business profitably** – use the Marketing Mix to help achieve your joint objectives
- **Become a flexible and effective channel manager** – understand that different channels need different management and adapt your approach
- **Motivate your distributors for a win/win outcome** – apply the concept of Priority Needs and learn how to satisfy those of your distributor principal and their sales team
- **Implement distributor training programmes that 'stick'** – apply the learning techniques and professional training models that make training for this specialist audience motivational, memorable, participative and fun
- **Apply the principle of Partnership Selling** – recognise the difference between training on the job and joint calling and avoid the pitfalls
- **Assess and manage performance** – improve your monitoring through the application of KPIs and learn how they apply in distributor sales

Dates

Coventry	20-21 June 11	21-22 November 11	
London	22-23 March 11	12-13 September 11	

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