



Module Information

Please Note our "Course Modules" are delivered virtually and run for approximately 60 minutes to 90 minutes. Please see below for more information on the individual modules.

The Customer Journey

This module looks at the journey our customers make when buying a product or service from us. It is useful for all departments within your company to attend and work together to understand the differing needs of the customer and different skills of the adviser as the customer moves through each part of the selling process. A truly eye opening experience for your whole team.

90 minute module

History of Sales

New or established salespeople may be selling in a way that was great once, but now doesn't work. An enlightening module for teams needing a refresher in the fundamentals of selling in the 21st Century. From the evolution of sales, what sales looks like today and in the future, and the key skills needed to be successful in the sales world.

90 minute module

Emotional Intelligence

Emotional Intelligence (EI) is a more important indicator of sales success than IQ. EI is the ability to control ones emotions and adjust emotional outputs, and to recognise emotions in others and manage situations effectively. This module will show teams how to measure their emotional intelligence and improve upon it for success.

90 minute module

Positive Mindset

Mindset is a big part of selling, if you or your customer are in the wrong mindset, it will prove an up hill battle to reach a positive outcome. This module looks at how our emotions can control our actions. What we need to do to ensure we get our customer on the green line to ensure they are in the right frame of mind to listen and be receptive to our ideas and proposals.

90 minute module

Structuring your Meeting

Here we will look at how you prepare for your meeting with the customer. What information you can gather before the meeting and what information you will need to gather at the meeting. This will give you a structure to follow to build confidence and trust with the customer.

60 minute module

The Art of Questioning

Questioning the customer if done incorrectly can seem like an interrogation. How we question will determine how the customer will respond. Once we have asked the right question, this will allow the customer to feel relaxed and comfortable and will establish trust to enable the selling process to begin.

90 minute module

Listening vs Hearing

Asking the right question is not always enough. Salespeople can ask a really thought provoking question and then not listen to the answer. The art of listening is different to merely hearing, being able to listen to what the customer says instead of waiting to ask your next question is really powerful in building a trusted relationship with your customer.

90 minute module

Identifying the Need

This module looks at how we can use questioning and listening skills to really find out what the customer needs. Not falling into the trap of thinking you know what they need before going into the meeting but really using your skills to build a truly bespoke solution to fit the exact needs of the customer.

60 minute module

Know your Customer

Ever wondered why a meeting has gone so wrong. You have gone about it in the same fashion you always do but have come out with a different result. This is due to the fact that you have come across somebody with a different personality profile than your own. This module will look at the different personality types of your customer, identify what type you are and look at how you can adapt to get a positive outcome from all personality types.

90 minute module

Managing Objections

Whether obvious or not, customers will object at some point in the sales process, and if they don't, they are unlikely to actually want to buy. All salespeople know the feeling of being rejected by a customer, whether it be on the first call or right at the end of sales cycle. In this module we look at different types of objections, why customers object and how you can make a few simple changes to start to overcome them.

90 minute module

Closing the Sale

Closing the sale should not be a stressful, dreaded event in the sales process. Closing should come naturally and as a conclusion to a successful meeting. In this module we will look at how you can make the closing of the sale a natural and effective part of the sales process to ensure the hard work you have put in throughout your meeting does not fall short at the last hurdle.

60 minute module

Managing your Time

Time Management is key to enable your salespeople to focus on the important tasks of making more sales. Time is a valuable commodity so planning your time is important to ensure your tasks are completed on time and to the right standard with internal and external customers. In this module, we will show you an effective structure to help you spend more time doing the right things and less time on the tasks that eat up your day.

60 minute module