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About IFST

Our Experience

After 35 years in the sales industry, the decision was made to alter direction. Now, we share our passion by helping others. Our training process is designed to empower your team and provide them with the tools they need to succeed. Our success is measured when your teams push beyond the expected, using the skills we've helped them master, to help them transform businesses, lead markets, uncover new opportunities and branch out in new directions.

Our Approach

Our service includes a comprehensive consultation to help us to gain an insight into your business and identify gaps and opportunities. We also offer a suite of bespoke training solutions that will meet your requirements exactly. We will become part of your team and partner with you to ensure that we identify all areas of development for your team and ensure that we provide the training and development needed to enable each member to reach their full potential and deliver success for your business.

Why Us?

Business mentors are key—that's why when it comes to client selection, we ensure that we understand your business completely. Trust is at an all-time low and that's why we adopt a trusted selling approach, to make your sales team stand out from the rest, truly world class. We also offer to observe your sales people in a live meeting situation and provide you with a written observation on their skill-set and development areas. This is what makes us completely unique and able to offer you a bespoke packaged solution.

Our Courses



In Field Sales Training are experts at....

In house sales training courses

Our in house sales training courses are designed around your sales teams needs. They can be run at your offices or at an external venue, whatever works best for you and your team. It is a great way for you to ensure that all your team receive the same level of development and all their skill sets are aligned. We will work with you to design a bespoke training programme, which can be delivered over a number of days to suit your needs. We can also work with you long term to ensure the training that has been delivered is being effectively used in the field or over the phone by your team. This can mean we can deal with the real issues that are affecting your business and work with you to ensure you get a real return on your investment.

Find out more by calling one of our experienced team who will be happy to talk you through the process and answer any questions you may have.

Tel: 01527 304048

In field sales observation

This is the area that makes In field sales training truly stand out from the rest. Once we have delivered the training to your team, we will work with your sales managers and sales professionals to really ensure they are embedding the knowledge gained in the field. We will accompany your sales adviser in live meetings and observe them interacting with your customers. We will carry out a full observation concentrating on their questioning skills, listening skills, body language and how they build trust with their customer. We will then complete an observation form detailing all the developments for that individual sales adviser and discuss this with the sales manager to ensure these areas are developed. We can also offer training and development to your managers and leaders too, to ensure the whole team is working more effectively and more importantly, bringing in more revenue for your business.

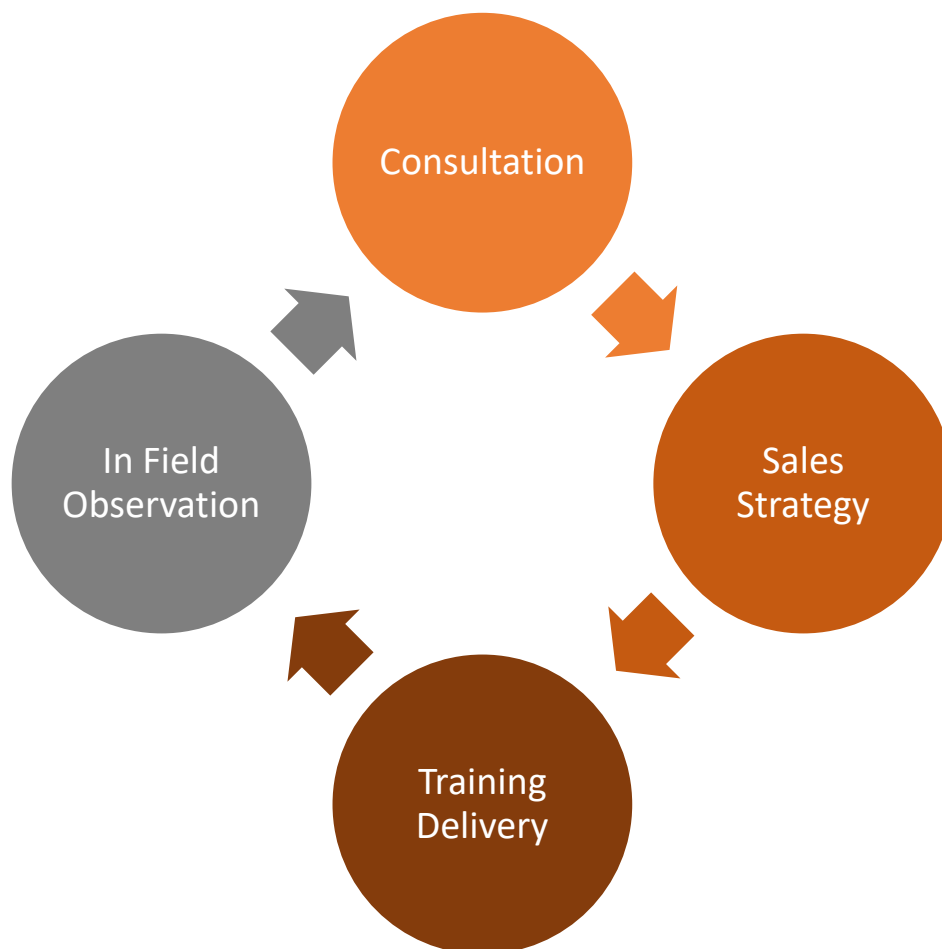
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We come full circle – Sales Coaching, Consultancy and Strategy

We offer help and advice on all the following areas:-

- Consultation – We really get to know your business, your people and your needs.
- Sales Strategy – We will design a sales training course to match your needs and demands.
- Training Delivery – In house bespoke training for your sales professionals and managers.
- In Field Observation – Coaching and on-going development for your sales professionals in a live meeting with your customers and direct feedback and coaching for your sales professionals and your managers.





Industries We Serve

We proudly serve the following Industries

Financial Services

Retail Banking

Healthcare

Consumer Packaged Goods

Software, Technology & IT

Manufacturing & Industrial

Media & Advertising

Professional Services

Retail

Geospatial

Security

Chemical Manufacture

Training Methods – How we train

We believe all learning should be blended to ensure acquisition of knowledge, mastery, application and long-term, sustained behaviour change in the field.

We are flexible in meeting your training needs because we offer multiple training models that allow us to deliver sales training programmes through a variety of channels.

Blended Learning Solutions

IFST Sales Performance's blended learning sales training incorporates a range of training delivery models, including;

- Instructor led classroom training
- Instructor led – Virtual training
- In field live coaching

We use the following methods in all of our training programmes:-

- Powerpoint
- Group discussion
- Videos
- Role-play
- Written Assessments
- Video Assessments

Because our online sales training content is rendered in various training models, our blended learning solutions can be customised to fit our clients' needs.

The percentage of total content that is offered using the various models will therefore vary by client.

A common blended learning training for our clients typically involves 55%-75% of the total time spent engaged in the classroom and 25% - 45% spent in the field, coaching.

All our classroom based training can be held at our clients site or held at our training site in Redditch.



Course List

Selling Skills

Courses designed to develop the skills of your sales teams to increase sales in your business.

“Challenger” selling - Advanced Selling Skills

Field/Telephone Observations in real time

Developing your leaders

Giving your leaders the skills and confidence to grow their teams abilities and increase sales revenue.

Presenting with confidence

Developing your Leaders - Leadership Course

Customer Service

A course designed for your customer facing staff, to ensure they are projecting your company in the best way possible.

Enhanced Customer Service

Bespoke Courses to suit your business exactly

We also offer bespoke training courses to match your company needs exactly, designed around your business for your business. These include Induction courses, Customer Service skills, Communication Skills and more...



Course Outline

Enhanced Customer Service

Course Number: IFST201105

Course Length: 1 day

This Programme Is Suitable For:

Customer facing staff
Receptionists
Customer service staff
Technical support staff

Description

Providing excellent customer service is essential to growing your business. Your customer service team are often the first contact your customer will have with your business, therefore ensuring their experience is a good one is crucial. This course will ensure your team provide an excellent first impression and deal with any queries or concerns your customer may have in a professional manner.

Course Content

- Positive Mindset
- Social Styles
- Interpersonal Skills
 - Questioning Skills
 - Listening Skills
- Objection Handling (Dealing with complaints)
- Telephone techniques
- Writing effective emails
- Time Management

Delegate rate: £199 Exc. VAT (minimum of 4 delegates)



Course Outline

Advanced Selling Skills – Challenger

Course Number: IFST181205

Course Length: 2 days

This Programme Is Suitable For:

Field sales people
Business to business sales people
Client relationship managers
Account managers
Business development managers
Commercial managers
Experienced sales people looking for a different perspective

Description

A structured sales process for your team to increase business opportunities and grow sales. This brings a new face to selling and completely changes the way we have all been told to sell. The customers are given a new insight into the role of an adviser and not the traditional “sales person”. It is designed to give your experienced advisers a fresh look at selling and add to their existing skills, whilst increasing sales and profitability for your company.

Course Content

- Positive Mindset
- How to develop a “World Class” sales team
- The “Challenger” sale
- Social Styles
- Interpersonal skills
- Objection handling
- Telephone prospecting
- Time Management

Delegate rate: £299 Exc. VAT (minimum of 4 delegates)



Course Outline

Presenting with confidence

Course Number: IFST190412

Course Length: 2 days

This Programme Is Suitable For:

Field sales people
Business to business sales people
Client relationship managers
Account managers
Business development managers
Commercial managers
Any member of staff that is presenting to customers or colleagues
Training staff (as part of a train the trainer course)

Description

This course will take delegates through a structured approach to presenting to customers or colleagues. It will help to increase their confidence by identifying the key elements to a successful presentation. How to keep your audience engaged and ensure your goals are met. It also works perfectly as a Train the Trainer programme.

Course Content

- Learning Styles
- Creating a course outline
- Identifying course content
- Coaching model
- Training & Classroom management
- Assessment (video)

Delegate rate: £350 Exc. VAT (minimum of 4 delegates}



Course Outline

Developing your leaders

Course Number: IFST180112

Course Length: 2 days

This Programme Is Suitable For:

Sales Managers
Sales leaders
Sales supervisors
People who are leading a sales team

Description

If you are a sales manager or leader within your company and need to get the best out of your team through effectively managing their performance and coaching then this is the course for you. You'll look at your managerial style, what it means for your team and how to ensure each of your sales people are maximising their performance to win more business. This sales management training course seeks to empower sales leaders at the top of their game, in order to motivate and drive world class sales teams.

Course Content

- Learning Styles
- Leadership model
- Motivating others
- Coaching model
- Influencing skills
- Increasing productivity

Delegate rate: £399 Exc. VAT (minimum 4 delegates)



Course Outline

Field/Telephone Observation in real time

Course Number: IFST180104

Course Length: 1 day

This Programme Is Suitable For:

Field sales people
Business to business sales people
Client relationship managers
Account managers
Business development managers
Commercial managers

Description

How to get more sales from your team by developing their skill sets in real time. We will go into a live meeting/telephone call with your salesperson and observe them conducting a live sales discussion. What better way to see how you can help them to progress. They will receive a full observation with their development areas for each meeting observed, we can then discuss these areas with the sales manager in order to ensure these points are developed.

Course Content

- Initial benchmark observation to assess skill level of each field sales/telephone consultant.
- 1:1 evaluation and feedback.
- Observation form providing detailed development points gained at customer meeting.

Delegate rate: £450 Exc. VAT



Course Outline

Bespoke – designed to fit your needs

Course Number: IFST201112

Course Length: As required

Description

All IFST Sales Performance training is highly customised to fit the precise needs and processes in our clients' businesses. Research confirms that deep customisation drives better outcomes because it is highly relevant and immediately applicable for participants. Top sales organisations understand that different sellers and teams need different capabilities.

IFST Sales Performance Customisation Process

The customisation process for sales training ensures we:

- Define and target the most critical selling behaviours your organisation needs to prioritise for sales success at this moment, in your market.
- Facilitate early engagement and buy-in across your leadership and management teams to help drive change.
- Have clarity and accountability to drive to your timelines and outcomes.
- Incorporate and drive alignment and further adoption of the tools and systems you already use that work for your teams
- Create a cohesive sustainment plan that drives long-term, lasting change.
- Develop and deliver highly engaging and relevant learning materials that inspire your sales team to push harder in trying new approaches and growing their skills to raise standards in front of your customers.
- Create Induction courses to welcome your new salespeople into your organisation and give them the stepping-stones they need for a successful career and financial reward for both themselves and your business.

We begin by conducting a series of stakeholder interviews, most often with senior executives, frontline sales managers, and top-performing sales professionals. This helps us get a clear understanding of your strategy and culture, go deeper into your specific needs, and get a better understanding of what's working and what isn't. All of this helps guide the creation and delivery of your custom training solution.

Secondly, we will make recommendations for the learning journey and measurement and sustainment strategy. We will lay out the exact content that your managers and salespeople will learn before, during, and after the training events. Delegate rate: Dependent on Design and Delivery time

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