

Highly successful sales professionals accept total responsibility for their outcomes. They know the right combination of skills that lead directly to high-impact sales, and they know how to use them. They are skilled at understanding themselves, their market, their competition, their clients and their prospects. They build relationships that last. In this guide you will learn the following:

- How to identify and achieve key action steps that boost performance
- A simple process for zeroing in on your ideal customers
- Common self-defeating behaviours and mindsets to avoid
- How top business to business salespeople find success
- Proven steps to outselling the competition
- How to interact with key gatekeepers in order to reach decision makers
- How to develop professional relationships that lead to long-term loyalty
- To speak the right “language” with each of your business customers
- What it takes to manage your own time effectively to boost performance
- How to create a sales niche that establishes your expertise

And much, much more...

This book will teach you exactly what you need in a competitive sales environment and how to become a high-income salesperson armed with a plan and a winning mindset.

Benson & Company conduct ‘**in-house and public courses**’ and employee development programmes for public and private organisations throughout United Kingdom and internationally. Our programmes assist individuals formulate professional working strategies that channel their talent into tangible Organisational outcomes. For a free taster session call: **0800 088 7569** or visit; **bensoncompany.co.uk**



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ESSENTIAL MANAGEMENT GUIDES

SUCCESSFUL SELLING

13 PROVEN PRINCIPLES FOR ASSISTING CLIENTS & CREATING CUSTOMERS



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High Impact Communication Skills
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How to Manage Conflict & Confrontation

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Finance & Accounting for Non-Financial Managers
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How to Organize Accounts Payable
How to Develop a Budget
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Becoming an Effective Leader
How to be an Effective Manager or Supervisor
Managing & Dealing with Difficult People
Conflict Management for Professionals

Management & Supervisory

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Excelling as a Highly Effective Team Leader
Coaching & Team Building Skills of Managers
Assertiveness for Professional People
Excelling as a Manager or Supervisor
Dealing with Unacceptable Employee Behavior
Dealing with Difficult People

How to Manage Conflict & Confrontation
Essential Skills for First Time Managers & Supervisors

How to Manage Remote Teams

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How to use Facebook for Business

Mastering Google Ad Words
How to Design Ad's, Newsletters & Reports

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Stress Management & Avoidance
High Impact Presentation Skills
How to Deliver Dynamic Presentations
Understanding Innovation & Creativity

Strategic Thinking for Professionals
Problem Solving for Managers

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Professional Organization Skills for Managers
Planning for Execution

Taking Control of Your Workday

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Project Management Workshop

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Building Highly Productive Teams
Excelling as a Highly Effective Team Leader
Coaching & Team Building Skills of Managers

Entrepreneurship & Small Business

Professional Negotiation Skills
How to Acquire a Small Business
Financial Statement Analysis



This is a partial list. If you do not see the development programme that you are looking for please call or email us.

Course Workbook & Self Study Guide Included with every Course Title.

Communication Skills for Women



Exceptional Customer Service

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With 27 training and development centres nationwide, we offer the option to present our leadership and management training programs both 'on-site' or at one of our training centres located throughout the UK.



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Speak to a Consultant Today!

To speak to a training consultant call: **0800 088 7569** or www.bensoncompany.co.uk

In-Company Training:

5 Great Reasons To Use Us!

In-House training can provide a cost effective solution for delivery of training of 5 or more delegates. We will provide materials including, workbooks, pre-course, self-study and quick reference guides for each delegate and a summary evaluation report following delivery.

In – Company Training & Development Solutions

Our deep experience and knowledge in creating learning solutions that meet individual, departmental, and organisational goals is unmatched. In fact it's been our mission for over 10 years. Our in – company training is the hassle-free way to realise all the benefits of staff, and executive development as well as an opportunity to customise any program to address the real needs of the group. Whatever the challenges that you may be facing, we have a number of proven solutions that allow you to realise the real potential of your people and your profits.

1. We have a Solution to Every Challenge

Regardless of whether it's a single course a year or a hundred courses we understand the challenges that you and your business faces. Our Training Consultants come with a minimum of 20 years experience and a deep understanding of your industry. Not only will your consultant be an expert in their subject area, but they also will have spent significant time working in your specific industry and will bring new and fresh insights to act upon.

2. Dynamic 'Real World' Advice that Works

Content rich, actionable and relevant are our watch words for any training that we deliver. Our highly skilled trainers are experts at adult learning and transferring skills and knowledge so that staff can apply their new tool into their work environment from the word 'go'.

3. Over 100 courses and a Proven Delivery Method

Our development skills training courses include everything from Assertiveness to Writing Skills and beyond. Whichever course that you choose, we guarantee that it will be information packed, relevant, and enjoyable. We understand that when learning is fun, the material is remembered and acted upon!

4. Cost Effective Training without the Hidden Costs

Our delivered training and development solutions will always provide your staff with more in value than we receive in price. There are no hidden costs and no 'extras.'

From pre planning to post evaluations and beyond we only charge a single amount that covers everything;

1. Pre-Planning
2. Development Needs Assessments
3. Tailoring and bespoke design
4. Delivery and delegate materials
5. Evaluations and post course
6. On-going coaching for group or individual

5. We Guarantee Results

Our training is designed to delight and inspire employees to act on new information, if however, we do not deliver on our promised results, the training will be on us. Unless you're 100% satisfied, there will be no course fee, because if you're not happy, we're not happy. Our courses are designed to be participative, interactive and engaging whilst also delivering current thinking and theory on the specific topic area. For more info on In-Company training solutions, please see our website at www.bensoncompany.co.uk

For a consultation to bring a Benson & Company development programme into your workplace

call **0800 088 7569**

or email us info@bensoncompany.co.uk

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ASSISTING CLIENTS &
CREATING CUSTOMERS

Successful Selling – 13 Proven Principles for Assisting Clients & Creating Customers

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1. Business 2. Management

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INTRODUCTION

Sales are the lifeblood of every commercial organisation in the world. Without sales there is no income and without income there is no business. So selling is the single most crucial skill necessary.

Whether your role is to seek out new customers in new markets or to sell more to the customers the organisation already has, your job is to sell, to sell profitably and to sell in a sustainable way.

Whether your organisation styles you as an ‘account manager’, ‘business developer’, ‘sales executive’ or ‘rep’, your role is to generate revenue for the company by selling products and services to customers and clients.

Even if you are responsible as a lead or principal consultant, for the selling and the delivery of the service to clients, your first role is to sell.

This book aims to help you to do just that, to sell successfully.

The content is generic; your organisation may sell high value/ low volume products or you may shift millions of units at tiny margins. You may be selling rare and sought-after expertise, or simply 'safe hands'. So long as your sales are made on a 'business to business' basis, rather than direct to householders and consumers, this book will help you to become more successful at selling.

PRINCIPLE 6:

HOW TO PROVIDE EXCEPTIONAL SERVICE ON EVERY PROSPECT AND CLIENT INTERACTION

(Benson and Company has a book entirely dedicated to the topic of 'Exceptional Customer Service'. This is aimed at service providers rather than sales people, so this section of this book focuses solely on this latter aspect)

Once the buyer signs the contract it is tempting to breathe a sigh of relief: the job is done, your target is closer to being achieved, your commission or bonus is closer to being earned. However this is merely the beginning of the relationship. Now your promises have to be kept! You have to turn your value proposition into actual tangible value!

"This is not the end. This is not even the beginning of the end. This is only the end of the beginning"

(Not) Winston S Churchill

The relationship is no longer simply between you and the buyer; now everyone in the internal customer chain within both your

organization and the buyer's, is involved:

You....	Deal with	The buying Executive
Your delivery people...	Deal with their	Goods inwards people
Your service people...	Deal with their	End users
Your sales ledger people...	Deal with their	Bought ledger people
Your warranty people...	Deal with their	Line management

This means that not only have you all got to act as a team (rather than a series of departments that operate in isolation), but you have also got to treat each other with the same degree of importance as each should treat the client.

You need to ensure that all the people in your team (the client support team rather than your sales team) know exactly what terms of business have been agreed with the client.

They, in turn, need to ensure that you know of any potential issues that might crop up.

Everyone needs to be focusing on seamless support to the client; ultimately YOU are the person with the most to lose; you made the value proposition, it is your integrity that will be called into question if the brand reality doesn't match the brand promise.

End of Sample

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Thanks!