

Robert
McKernan
Energising
business growth



ONLINE FACILITATED SALES TRAINING PROGRAMMES FOR VIRTUAL SELLING

Programme List

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ONLINE FACILITATED SALES TRAINING PROGRAMMES FOR VIRTUAL SELLING

	REFERENCE	PROGRAMME CONTENT SUMMARY	MODULES	MAXIMUM ATTENDEES	FACILITATION OPTIONS	ASSISTANT	REFLECTION TIME REQUIRED
SALES STRATEGY PROGRAMMES	CODE		90 MINUTES EACH	UP TO	USING ZOOM	PRODUCER	AFTER EACH MODULE (HOURS)
Creating your sales strategy on one page	SSP 1	Suitable for business owners or Head of Commercial and want a plan that you can easily communicate	4	15	Yes	No	2
Team strategy, with pre session diagnostics	SSP 2	Full team involvement using a simple and very effective process to align your team	5	25	Yes	Yes	1
B2B PROGRAMMES - SELLING BUSINESS TO ANY OTHER BUSINESS							
Selling with Dynamic tension	B2B 1	Building a sales programme around your current sales process	6	15	Yes	No	1
Building your sales process for a post Covid-19 world	B2B 2	Building a renewed sales process to deal with a new market and circumstances	7	20	Yes	No	2
How professional buyers buy	B2B 3	A deep insight into how buyers buy and how sales people would support them	1	20	Yes	No	2
Post Covid- 19 sales conversations	B2B 4	Having those difficult conversation with customers	2	25	Yes	No	2
Chasing new business and the how	B2B 5	A refreshing new approach on driving your business	3	10	Yes	No	3
Mapping out who you contact and how in large organisations	B2B 6	Creating a strategy to focus on winning business with new or existing customers	2	15	Yes	No	
CRM and Pipeline Management	B2B 7	Reality, action and creating a realistic pipeline	2	15	Yes	No	1
Reviewing your sales material for customers	B2B 8	We review current material and suggest adaptations	2	10	Yes	No	5
Having deep conversations around customer needs	B2B 9	If you only do one programme, do this one	2	15	Yes	Yes	1
Building your business case	B2B 10	Validating and proving your business case with templates	3	20	Yes	No	3
Discussing risk with customers	B2B 11	Your customer will discuss it, but how will you drive the agenda	2	15	Yes	No	2
Creating advanced sales stories	B2B 12	Template for creating relevant and impactful sales stories	2	15	Yes	No	2
Price	B2B 13	Reviewing how you manage your pricing model in the future	2	10	Yes	No	2
Proposing a solution and structure	B2B 14	A new format focused on your customers needs	3	15	Yes	No	2
Negotiating your deal	B2B 15	A step by step sales process to close your deal	3	10	Yes	Yes	1
Growing existing accounts	B2B 16	Creating a strategy to grow existing accounts into the future	2	15	Yes	No	2
SELLING VIRTUALLY							
Moving from face to face selling to virtual selling	SV 1	Transitioning to the latest technical platforms and redefining your sales process for virtual engagement	6	15	Yes	No	1
B2C PROGRAMMES, RETAIL, HOSPITALITY							
Inspire selling	B2C 1	A start to finish sales process for dealing with consumers	6	15	Yes	No	1
Customer service excellence	B2C 2	It has never been more important to keep consumers coming back, map and build on where you are	6	15	Yes	No	1

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PROFESSIONAL SERVICES - FINANCE, LEGAL, ACCOUNTANTS, CONSULTANTS							
Introduction to creating a basic sales process	PS 1	Most service professionals have no sales experience this provides a structure	4	10	Yes	No	2
Networking without making cold calls	PS 2	Driving business to you as opposed to out bound calls	3	15	Yes	No	1
Driving your revenue and pipeline	PS 3	Understanding your revenue model and planning your strategy to drive business	2	15	Yes	No	1
Communicating the value your service can offer	PS 4	Putting a clear measurable value on your services	3	15	Yes	No	2
Dealing with pricing your services and fee agreement	PS 5	Negotiation of fees without the stress and awkwardness	3	10	Yes	No	1
FMCG - RETAILERS, SUPPLIERS, WHOLESALERS							
Area Planning	FMCG 1	This module will save any sales person about 28% of their time in the field	2	25	Yes	No	3
Merchandising to grow sales	FMCG 2	Comprehensive programme to use sales techniques at store level	3	15	Yes	No	1
Inspire sales training programme	FMCG 3	The complete FMCG sales training programme	8	10	Yes	No	1
Launching new SKU's now?	FMCG 4	Fast track your product launches at field level	1	25	Yes	No	2
Driving space instore in addition to Head office activity	FMCG 5	Driving space at Head office and store level	4	10	Yes	No	1
Understanding the retailer and how the buy	FMCG 6	Deep insights in how they buy and how you need to sell	1	15	Yes	No	1
Managing you field sales team	FMCG 7	How to run an FMCG field sales team	6	5	Yes	No	2
Understanding how participations rates drive sales	FMCG 8	Using retail language to put a value on an opportunity	1	25	Yes	No	1
Range selling as opposed to core sku selling	FMCG 9	Selling across the range tactics and techniques	3	15	Yes	No	1
Building a business case for your buyer to use internally to get listings	FMCG 10	Never is it more critically than today that you numbers stack up and your buyers understand them	2	10	Yes	No	2
National Accounts Programme for head offices	FMCG 11	The complete sales training programme for dealing with head office buyers	10	4	Yes	No	2
FMCG Advanced negotiation skills	FMCG 12	Closing your terms, listings, price increases and many others	3	10	Yes	No	1
FMCG sales directors team management programme	FMCG 13	Run over 6 months, the A to Z of running your team	12	1	Yes	No	

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MANAGING SALES TEAMS VIRTUALLY							
Get a deep insight into your team using online profiling	MST 1	This provides you with a detailed insight into each of your team members for succession planning	2	Unlimited	Yes	No	0
Managing a sales team post Covid	MST 2	What actions must you take today, over the next month, three months and 6 months	1	10	Yes	No	As you require
Running more interactive sales meetings	MST 3	Getting the energy into your meetings whether virtual or face to face	1	5	Yes	No	0
Creating a business development division	MST 4	How to structure it, type of individual to put into it and the strategy required	4	10	Yes	No	2
Motivating your team post Covid-19	MST 5	How to individually motivate your team, with additional online profiling as required	4	15	Yes	No	1
Reviewing using our Activ Sales process your entire sales operations	MST 6	This process reviews your entire sales process and provides you with specific actions	4	20	Yes	No	3
LOOKING TO GET INTO SALES AS A NEW CAREER							
Take our two suitability assessment online to see if you fit the role	CS 1	Before you launch into a new career, take our two profile assessments and you will get a yes or no	1	Unlimited	Yes	No	0
Discuss deep insights and what's your next approach to getting a role	CS 2	Discuss deep insights and what is the next approach for getting a sales role	2	1	Yes	No	2
Sales pay structures and typical contract types	CS 3	What are the current pay structures and how best to negotiate your contract	1	1	Yes	No	1
Skills required and how you can start your journey	CS 4	Upskilling for a new career and how and what you need to focus on	2	1	Yes	No	2
COACHING YOU TO SUCCESS							
Coaching around all aspects of your sales skills and sales team	COC 1	This programme coaches you around any sales challenge you have with your skills or team.	1	1	Yes	No	2
MISSING A PROGRAMME							
Create a bespoke programme for your sales team	ADD 1	Why not contact me and tell me what you need and we can adapt a bespoke programme for your needs	1	0	Yes	No	0

TERMS

All programmes dates are agreed in advance
Payment 50% upfront and 50% prior to completion
All on line profiles 100% paid up front

DELIVERY

All start times are in GMT
Asia 7.00 A.M to 9.00 A.M GMT
Europe , Middle East, Africa 10.00A.M to 5.00P.M GMT
USA, South America 3.00P.M to 6.00P.M GMT