



Brilliant Sales

In difficult times, it is down to the sales team to increase turnover. Often that needs a significant change of behaviour and approach. But where to begin?

The MSA sales skills development programmes are designed to provide the tools, tactics and know-how to anyone who is in a customer facing sales role to drive the business forward and deliver tangible results.

Suitable for sales teams, business owners, directors, managers, sales, marketing & customer-facing departments, the programmes can be delivered on a 1-2-1 or group basis from beginner to an advanced strategic level.

Typical areas covered in the Brilliant Sales programmes include:

- Knowledge of effective selling techniques & skills, behaviours and competencies in selling
- Analysis of current selling style, personal impact & how to grow into an outstanding sales person
- Understanding the key behaviours required with customers
- Effective negotiation skills for cross selling, up selling and selling for value
- Strategic sales planning for sales teams, sales managers & directors

Experienced & inspirational coaches ○ Bespoke programmes ○ In-house training ○ Group training ○ 1-2-1 ○ Nationwide coverage

To find out what we can do for you, contact us today on:

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...providing a unique and innovative approach to business coaching & training