



TRAINING
for when you need your
BUSINESS to
SELL MORE!

SALES HAS CHANGED...

Sales has been turned upside down

The last few years have seen huge changes in what works in sales. Sales techniques, and sales management in particular, have had to adapt to the new reality of customers who:

- Are much more knowledgeable
- Can find out pretty much anything, rapidly
- Involve salespeople much later in the buying cycle
- Want salespeople to bring them innovative ideas specific to their business
- Have much greater awareness of competitive offerings
- Want to manage risks better
- Want suppliers to demonstrate and underpin return on investment

These customer needs drive a requirement for a different set of sales skills, developed specifically to meet the needs of today's demanding customers. We can help you learn the new skills you need to succeed today.

BUSINESS GROWTH

Problem

Businesses need to grow, sell more and be profitable. But very often, they don't have a plan. These courses teach rapid, effective business, strategy, sales and marketing planning that will get real results, fast.

Create Winning, Differentiated Business Strategy

2 days / Available online

Trying to create great strategy to drive differentiation from your competitors and success for your business?

This course takes you through everything you need to know to create powerful, effective and differentiated strategy for your business that will set your organisation apart from its competitors and drive your success.

Aimed at senior management of medium and large sized businesses with a passion to create and implement winning business strategy.

Kick-Start Sales and Profits

2 days

Kick-Start Sales and Profits takes you rapidly through everything you need to know to sell more and make more profits.

Starting from how to create a powerful sales strategy all the way to attracting customers and making profitable sales, Kick-Start is your one stop guide to business success.

Aimed at owners and senior management of small and medium sized businesses.

SALES MANAGEMENT

A complete training programme for Sales Leaders who want to get to the next level!

Problem

The skill of the sales manager is often the most critical in determining the success of the sales team. And yet very often, sales managers are promoted from being successful sales people and as such are completely untrained and unprepared in the specific management skills they need to succeed.

These three courses teach everything a successful sales manager needs today.

Sales Performance Management

2 days

With the need for ever increasing sales productivity, sales managers need effective tools to help their sales teams deliver peak performance to meet their business objectives.

Sales Performance Management teaches the processes and skills that enable modern sales managers to get the ultimate performance from their sales teams.

Aimed at sales leadership, sales management.

Sales Pipeline Management

2 days

Sales forecast that never delivers what it promises? A low win rate? Lots of early stages deals that never progress to completion? High cost of sale?

Sales Pipeline Management is about the processes and skills you need to ensure consistency, accuracy and velocity in your sales pipeline by using enhanced sales processes and qualification skills to improve win rates and reduce costly losses.

Aimed at sales leadership, sales management, sales, financial management.

SALES MANAGEMENT

Sales Incentive Compensation

2 days

Most businesses don't get the return on investment they should on what is often a big spend on sales incentives and commissions.

This course teaches you design a sales incentive compensation plan that will deliver your business objectives, customer satisfaction and a motivated sales force.

Aimed at sales management, financial management, human resources.

Sales Management Masterclass

5 days

All the key highlights and takeaways from Sales Pipeline Management, Sales Performance Management and Sales Incentive Compensation - taught in an intensive five day course covering the latest and most effective sales management techniques.

Sales Prospecting Made Easy

1 day

Learn how to create your own personal plan action to identify more sales prospects!

Every sales professional wants more prospects to work with. Maybe you wake up worrying about where your next customer is coming from. And at the same time, just about every sales professional hates prospecting.

Learn four powerful approaches you can use to find more prospects both easily and effectively.

Aimed at all sales professionals who need more sales prospects.

Eight Sales Secrets for Today's World

2 days / Available online

Sick of calling but not getting through? Making calls and being told no? Prospects trying to drive the price right down? Or prospects putting off making a decision? And then never getting back to you?

Sadly that's the day-to-day reality for the majority of salespeople today. Why is it? Simple – they're using sales techniques that used to work, but just don't get results any longer. It doesn't have to be that way. When you update your sales skills to deal with today's realities, the results can be very different.

Today's buyers are savvy, hard-nosed people who know exactly what they want and negotiate hard to get the best possible deal. Or alternatively, they're super-cautious about taking any sort of risk in today's world.

That demands a whole new sales approach to get prospects to want to listen, to talk openly about their needs, and to agree to a sensible, profitable deal. These eight secrets will enable you to achieve exactly that.

Aimed at salespeople who need to deal with today's realities and find ways to succeed in our new world.

Sales for Professionals

2 days

Found yourself in a role where you're expected to win and develop clients?

Many professionals (lawyers, accountants, bankers, project managers) are increasingly finding themselves in business development roles. They may be highly trained in their profession, but have little understanding of how to use a sales process to win new clients and conclude contracts.

Winning new clients can be very competitive, and existing clients need constant nurturing and development to maintain a flow of profitable work.

Based on extensive experience working with professionals and professional services firms, this course teaches the latest consultative sales skills in a way that professionals can identify with and use to get immediate results.

Aimed at professionals with a responsibility to win and develop new clients.

Presentation Skills Excellence

1 day

Being able to persuade people to take action is one of today's key business skills. But most presentations fail to persuade – and worse leave their audiences bored and confused.

This course teaches a process to structure, create and deliver your presentation in a way that's interesting and compelling – and very likely to get results.

Aimed at managers from across the business who need to be able to persuade others internally and externally to take action.

Sales Proposals that WIN!

2 days

Statistics show that around 90% of sales proposals don't lead to a sale. This course will teach you how to make your sales proposals more relevant to customers, more effective, more compelling and much more likely to win.

Sales Proposals that Win takes you step by step through everything you need to know about how to form a bid team, how to identify win themes, and then how to plan, create and review a sales proposal to win more sales.

Aimed at Sales and Bid professionals involved in creating sales proposals, bids, tenders and formal procurement process (For example RFP) responses.

Negotiate Great Outcomes

1 day

Negotiation is an essential skill today in virtually every business. Being able to widen a situation to be able to create more value for both sides is a modern and highly effective negotiation technique.

Negotiate Great Outcomes teaches the five pillars of successful negotiation – analysing problems and goals; situation analysis; options and risk reduction; actions; negotiating tactics. Learn how 'making the pie bigger' makes the pie better for everyone.

Aimed at managers and sales professionals who need to be able to negotiate complex contracts and agreements.

Mike McCormac - Sales and Business Success Guru

Mike McCormac is a recognised international expert in business growth and sales success.

Mike teaches a variety of business and sales topics in business schools and colleges internationally and has an MBA. His professional career spans several high-profile successful roles in sales, marketing and business leadership.

Mike has worked for some of the world's largest corporations and won contracts up to one billion Euros in value. He has also worked with many small and medium sized businesses to create, train and implement effective business strategy, sales processes and sales skills to drive growth and success.

Mike's popular blog www.salestheoryandmore.com features lots of short, pragmatic articles with a business and sales focus.

Industry Knowledge

Specialist industry sector knowledge includes a wide range of business-to-business areas. Specifics include airlines; business services; education; financial services; IT services; logistics; outsourcing; professional services; retail; systems integration; telco; travel, transportation and tourism

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