

COURSE GUIDE

Sales and Customer Service Training

Delivering Measurable Results



Prosell

When performance matters

Businesses we have worked with



Transforming your sales and customer service teams

Prosell is an international training and development organisation, with nearly 30 years of experience in helping blue chip companies around the world improve their sales and customer service performance.

Our clients come from a broad variety of business sectors, including automotive, IT, media, pharmaceutical, financial services and transport in over 25 countries. We have over 200 trainers worldwide, ready to roll out courses in a variety of languages.

Over the years, we have helped companies generate some impressive improvements in their performance. We are very proud of the difference we have made – both to the individual team member and to the organisation.

Our courses use a blend of techniques from e-learning, classroom training, role playing and workplace coaching – and we strongly believe that our focus on developing the coaching skills of frontline managers is what makes Prosell different. We want to ensure that learning and behaviour change is genuinely embedded within the organisation generating long term benefits for the both organisation and the individual employee.

Please browse through our portfolio of programmes to get a flavour of the range of courses we offer and to see how we can make a real difference to your sales and customer service functions.

Do get in touch to discuss how we can help with the challenges your business is currently facing. We would love to hear from you.

Simon Morden
CEO
Prosell Learning Limited

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SALES AND SALES MANAGEMENT

Introduction To Successful Selling

This course offers a solid grounding in the basics of sales for those who are new to sales, recent graduates or people who have spent less than one year in the sales function.

Challenges facing those new to sales

- Planning a methodical approach to sales
- Understanding the client and their needs
- How to develop effective relationships with clients
- Handling the sales process
- Confidence when facing difficult questions
- Knowing the best way of writing proposals and tenders

Suggested modules

- Targeting, approaching and gaining appointments
- Need identification and benefit selling
- Closing and handling objections
- Proposals and tenders
- Advanced rapport and relationship skills
- Presenting the company value proposition
- Handling objections
- Dealing with rejection
- Territory management

"I was very pleased with both the course design and Prosell's ability to provide facilitators who connected with our sales team. Prosell's facilitation helped them articulate our value proposition through the entire sales cycle, from who we contacted and the message we wanted to deliver, right through to presenting our proposition and winning key business. Prosell had the experience to understand how to do this and also how to make sure the training gave the sales teams the tools to implement effectively."

National Sales Manager, Ricoh

Need something a little different? Talk to us about developing a programme tailored to your needs:

Telephone: +44 (0)20 8755 5380 and ask for the sales programmes team
Email: info@prosell.com, including 'sales' in the subject line

Sales Management

Gain the necessary skills to become an effective sales manager and develop your sales teams. Ideal for those new to sales management or for a refresher course for more experienced managers.

Challenges for sales managers

- Working within a changing economic environment
- Talking the language of senior management
- Sharing the company's vision and goals with the team
- Developing teams to deliver results
- People management and motivation

Suggested Modules

- Sales planning and targeting
- People management
- Sales coaching
- Motivating sales teams
- Emotional intelligence and personal effectiveness
- Measuring sales effectiveness
- Running a sales campaign

"In terms of business impact, I should say that with the sales managers development coaching programme, we achieved a drop in voluntary attrition from approximately 19% to below 12%. In the sales field this is very significant."

Learning and Development Manager, BT Global Services

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Telephone: +44 (0)20 8755 5380 and ask for the sales programmes team
Email: info@prosell.com, including 'management courses' in the subject line

Account Management And Development

This advanced course focuses on how to win and grow key accounts. Suitable for those moving into key account management or wishing to improve their key account management skills.

Challenges facing key account sales managers

- How to gain entry to senior decision makers
- Knowing how to persuade, grow and develop existing business
- How to develop long term relationships with a variety of stakeholders in one organisation
- How to best manage key accounts on a day-to-day basis

Suggested Modules

- Implementing key account management
- Key account management skills
- Strategic account management
- Rapport and relationship skills
- Consultative selling
- Negotiation skills
- Account planning
- Value based selling

"Monsanto, saw an over 100% increase in sales in the following year after the programme in Romania and Ukraine, which are relatively new and growing markets. Management attributed minimum 20% of this growth directly to the Sales Efficiency Programme conducted by Prosell. The sales growth was approximately 10% in Hungary where the market is very mature and Monsanto has been present for a very long time."

Monsanto

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Email: info@prosell.com, including 'account management' in the subject line

Selling To The C-suite

Suitable for sales and business development teams in industries where high value, low frequency transactions are the norm.

Challenges facing those selling to senior executives

- Identifying and developing relationships with key executives in target businesses
- Understanding the real issues and problems that your product/service can solve in the business
- Presenting the business case effectively
- How to avoid being passed back down the organisation

Suggested Modules

- Opening the sale
- Building the business case
- Deal analysis and monitoring
- Managing a team in multiple locations
- The technical close

“As a result of this programme, we have redefined our value proposition and approach. The big learn for us has been to accept the risk of walking away from a business if our proposition has not been taken seriously at a strategic level.”

CEO, Mazda

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Email: info@prosell.com, including 'C-suite' in the subject line

Selling Skills For Professional Services

Appropriate for client facing staff, this course will equip technical experts with the required skills to cross-sell other departments and harness the potential of word-of-mouth referrals.

Challenges facing staff in professional services businesses

- Requirement to be effective at business development
- Lack of internal training and coaching expertise to develop effective selling skills
- Little opportunity for professional staff to acquire and practice sales skills

Suggested Modules

- The 7 pillars of sales effectiveness
- How to develop a proactive approach, consistent across multiple locations
- Cross selling your business internally
- Performance Coaching
- How to monitor and evaluate the effectiveness of your business development programmes

“There is a sharp increase in the focus on professionalism by the managers of the business, and the willingness to put coaching into practice. There has been a marked improvement in the sales performance of many of the staff. They have greeted the training with a huge amount of enthusiasm, which I put partly down to the excellent training delivery of Prosell.”

Expatriate Banking Learning & Development Manager, Lloyds TSB

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Email: info@prosell.com, including 'Professional services' in the subject line

Call Centre Sales

Improve the sales skills of your inbound and outbound call centres. Appropriate for new call centre recruits and more experienced operators, wishing to fine-tune their skills.

Challenges facing call centres sales staff

- Connecting with the caller from the outset
- Ensuring a high quality customer experience without extending call time
- Knowing when it is appropriate to up-sell and cross-sell
- Knowing how to overcome objections and close the sale effectively
- How to develop customer loyalty

Suggested Modules

- Outbound telesales
- Inbound telesales
- Managing customer relationships
- Telephone account development
- Consultative selling
- Conversational selling
- Controlling the call
- Active listening and effective questioning

"This has been a phenomenal success – a true example of using a specialist training company to solve difficult sales problems."

Personnel Director, RAC

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Email: info@prosell.com, including 'call centre' in the subject line

Retail Sales

Designed for frontline retail staff, this course will equip your teams with the skills to adopt a successful conversational selling approach. Whilst many frontline staff might not feel comfortable with what they regard as "selling" they are very happy to talk to customers, understand their needs and suggest solutions.

Challenges facing retail frontline staff

- Projecting an appropriate image
- Lacking confidence to open and maintain a conversation
- Knowing how to discover client needs
- Matching needs with potentially relevant products or services
- Difficulties in structuring and controlling the conversation to reach a successful outcome

Suggested Modules

- Rapport and body language
- Conversational selling
- Being the recommender
- Cross selling and up selling
- Creating the environment in which to sell

"It is so refreshing, as an HR professional, to work with a company that is as committed to sustainability and return on investment as we are in the HR leadership team. Working with Prosell has been a highly supportive and appropriately challenging partnership which has brought significant expertise to the success of this programme."

Head of Capability, Lloyds Pharmacy

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Email: info@prosell.com, including 'retail' in the subject line

Sales Train The Trainer

Develop your internal sales training capability. This intensive course will ensure that your in-house trainers will be confident to plan, develop and deliver sales training programmes.

Challenges facing sales trainers

- Knowing how to develop skills, internally
- Understanding how to plan engaging courses that work
- Supporting your trainers while they develop and practice their skills
- Being able to adapt training styles
- Delivering programmes that drive a measurable improvement in performance

Suggested Modules

- The role of the trainer as a learning consultant in your business
- How to identify training requirements in line with business goals and gain commitment for workplace training
- How to design an effective training programme
- Understand how to prepare a lesson plan and write an effective training programme
- Deliver programmes that work
- Practice delivery styles and develop effective behaviours as a trainer

“Over a 6 month period, we evidenced a 38% increase in overall sales volumes and 8% increase in sales margins.”

Mitsubishi Motors

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Email: info@prosell.com, including 'trainer skills' in the subject line

Coaching Skills For Sales Management

Equip your sales managers with the skills to coach and develop their frontline staff on an ongoing basis. A good workplace coach can lead to increased employee engagement, lower turnover and improved performance.

Challenges facing sales managers

- Sales managers feel ill-equipped to manage their teams
- Retaining and developing high fliers effectively
- Lack of confidence, due to little coaching training for managers

“Dell engaged Prosell to help their small business sales teams to improve their ability to pursue sales opportunities and exceed performance targets. Following training, average customer order values improved by 36%, average talk time improved by 40% and average conversion rates increased from 18% to 26%.”

Dell

Our Procoach course offers a complete coaching programme for developing the coaching skills of your sales teams

- Agreeing what's expected of an individual and the standards they need to attain
- Identifying current performance and agreeing this with each team member
- Identifying and overcoming behavioural and attitudinal blocks to performance
- Bridging skills and knowledge gaps
- Learning and practising effective workplace coaching
- Regular reviews to ensure coaching is embedded in your business culture

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Sales, Inbound Marketing And Social Media

Equip your sales teams to be successful in the new world of inbound marketing. Ensure they understand how they can actively contribute to lead generation and nurturing potential customers.

Challenges facing sales forces in the digital world

- Sales teams do not have strategies in place to use social media as part of their sales process
- Customers are beginning to communicate with sales people at different stages of the sales cycle, increasing the need to test understanding, validate customer statements and articulate value skilfully
- Widespread access to information online has resulted in customers who are or perceive that they are informed, changing the sales person's relationship with their customer
- Customer expectations of the sales person have changed requiring flexible use and a re-think of traditional sales skills and techniques
- The link between sales and marketing has blurred, requiring active collaboration and sharing between these teams

Suggested Modules

- An examination of the social media tools available to B2B and B2C sales people and how these assist in building a customer profile
- Defining the 'digital researcher' customer and their self-help approach to buying
- A flexible sales approach: building a mindset that connects with the individuality of inbound lead customers
- Customer courtesy: developing skills that acknowledge and respond to the buying preferences of today's digital researchers
- Embracing consultative skills: rapport building, listening and questioning to confirm or challenge customer assumptions and decisions.

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Email: info@prosell.com, including 'inbound sales' in the subject line

CUSTOMER SERVICE AND CUSTOMER SERVICE MANAGEMENT

Introduction To Customer Service

This course provides an invaluable introduction to the basics of customer service. It is suitable for recent graduates, those new to frontline roles or who have spent less than one year in customer service.

Challenges facing those new to customer service

- Making a good first impression
- Having effective conversations
- Anticipating the needs of customers
- Dealing with difficult customers
- Ensuring successful outcomes

Suggested modules

- Rapport, body language and effective use of voice
- Controlling the call
- Active listening and effective questioning
- Identifying sales through service opportunities
- Handling complaints and difficult situations
- Handling objections
- Conversational service

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Email: info@prosell.com, including 'customer service' in the subject line

Call Centre Customer Service

Develop the customer service skills within your call centres. Appropriate for new call centre recruits and more experienced operators, wishing to fine-tune their skills.

Challenges facing call centre customer service staff

- Connecting with the caller from the outset
- Ensuring a high quality customer experience without extending call time
- Knowing how to deal with unhappy customers and difficult conversations
- Knowing when it is appropriate to move to a sales conversation

Suggested modules

- Telephone communication skills and customer handling
- Dealing with awkward customers and difficult situations
- Conversational selling
- Techniques to drive customer loyalty

"Following consolidating eight European markets into one location in Dublin, Prosell was enlisted to help Hertz provide a consistent service benchmarked against key performance indicators. Average performance increased by 39% in the first two weeks, while Italian and Spanish agents showed a 25% increase in performance over the first three months."

Hertz

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Retail Customer Service And Selling Skills

Learn how to develop conversational selling skills and turn a conversation into a sales opportunity. Ideal for those new to retail or who could benefit from a refresher.

Challenges facing frontline retail staff

- Importance of the customer experience in bricks and mortar stores
- Increased competitive threat from online retailers
- Handling complaints

Suggested modules

- Rapport and body language
- Managing difficult conversations
- Effective complaint handling
- Conversational selling

"Changing culture in an organisation such as An Post takes time but since we commenced the programme we have seen a significant shift in culture. Offices are becoming more focused on achieving sales targets, products and services are being proactively introduced to customers (when it is beneficial for the customer), and we have succeeded in getting staff in a number of offices to engage with customers outside the counter."

Retail Performance Manager, An Post

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Customer Service Train The Trainer

Develop your internal customer service training capability. This intensive course ensures that your in-house trainers can confidently plan, develop and deliver customer service training programmes throughout your business.

Challenges facing service trainers

- Knowing how to develop skills, internally
- Understanding how to plan engaging courses that work
- Supporting your trainers while they develop and practice their skills
- Being able to adapt training styles
- Delivering programmes that drive a measurable improvement in performance

“The O2 customer services train the trainer programme resulted in the induction period being reduced by 12%, the call quality increased by 6%, first time resolution increased by 10% and call efficiency increased by 13%.”

O2 UK Customer Services

Suggested modules

- The role of the trainer as a learning consultant in your business.
- How to identify training requirements in line with business goals and gain commitment for workplace training
- How to design an effective customer service training programme
- Understand how to prepare a lesson plan and write an effective training programme
- Deliver programmes that work
- Practice delivery styles and develop effective behaviours as a trainer

Coaching Skills For Customer Services Management

Provide your customer services managers and supervisors with the skills to coach and develop their staff. Good workplace coach can lead to Increased employee engagement, lower turnover and improved performance.

Challenges facing customer service managers

- Customer services managers feel ill-equipped to manage their teams
- Retaining and developing high fliers effectively
- Lack of confidence, due to little coaching training for managers

“As a result of implementing ProCoach, O2 has seen a 53% improvement in their managers coaching effectiveness. This was evidenced by measurable behaviour changes during the programme.”

Dimensions Support Bureau Manager O2

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- Agreeing what's expected of an individual and the standards they need to attain
- Identifying current performance and agreeing this with each team member
- Identifying and overcoming behavioural and attitudinal blocks to performance
- Bridging skills and knowledge gaps
- Learning and practising effective workplace coaching
- Regular reviews to ensure coaching is embedded in your business culture

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Telephone: +44 (0)20 8755 5380 and ask for the customer services programmes team
Email: info@prosell.com, including 'Procoach' in the subject line

Training tailored to your business

Prosell designs bespoke programmes that are tailored to your goals. We take the time to get to know your business, the challenges you face and your long-term objectives. We then apply our 30 years of experience in working with blue-chip firms around the world to deliver solutions that improve performance.

Our commitment to you

Training to match your needs

We always look at the bigger picture – taking time to understand your strategic objectives, your challenges and business culture. Only then will we recommend solutions.

Good for the individual and the business

Our courses are designed to develop the individual personally and build teams within the organisation. Over the years, we have received extremely positive feedback describing the impact of the programmes beyond the workplace.

Practical solutions that work

Part of our process is agreeing key performance indicators – so we always know just how effective our programmes are – and whether they have achieved the agreed goals.

Rapid international roll-out

We appreciate that sometimes businesses need a solution – fast. With over 200 consultants worldwide, we respond quickly to your needs.

To find out more

Telephone +44 (0) 20 8755 5380

Email info@prosell.com



For further information,
please contact

Prosell Learning Limited

6 Oriel Court

106 The Green, Twickenham

Middlesex TW2 5AG

United Kingdom

Tel: +44 (0) 20 8755 5380

Fax: +44 (0) 20 8898 5676

Email: info@prosell.com

Prosell

When performance matters

Website: www.prosell.com