



Sales Training Course Brochure

1 Day Practical Workshop



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The Right Fit.....For You

Our Sales Training Course has been designed to help learners to increase their self-awareness and enhance their existing selling skills in a dynamic and thought-provoking way.

Our one-day Sales Training course takes a fresh look at the key steps in a robust sales process including - sales planning, identifying and qualifying opportunities, rapport building, the sales pitch, overcoming objections and advanced closing techniques to ensure you are delivering a clear, consistent and compelling sales message.

At the end of the course each learner will understand the sales process as it applies to their company and understand the different kinds of customers and how to handle them.

All of our training sessions are highly interactive and include facilitated discussions, group workshop activities, case study and role play exercises.

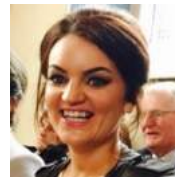
"Everyone thought Andrew was great and the course really developed their skills as internal trainers."

Dearbhla Casey, HR Manager, Irish Country Meats



"We are all very happy with the training carried out last week & will definitely be in contact in the future"

Aoife O'Rourke, Key Account Manager, Tool & Plastic



"Great exercises, very relaxed and great models to explain, learning process and delivery of the information."

Jonathan Latimer, Fleet Training Instructor, City Jet





Why Choose This Sales Training Course

DCM Learning's Sales Training Course takes a fresh look at the key steps in a robust sales process to ensure you are delivering a clear, consistent and compelling sales message. Each learner will come to understand the sales process as it applies to their company, understand the different kinds of customers, and how to handle them.

Specific reasons to choose this course:



Experienced: We have trained over 205 individuals successfully in Sales Training over the last two years.



Support: 15 full-time training consultants plus support staff (21 in total). We are large enough to be well resourced but small enough to care.



Experienced Training Team: Our trainers are Training Practitioners with years of industry experience as well as vast training experience.



Quality Assured Training: Make sure you Safeguard Your Training Investment. DCM offer courses accredited by national and international certification bodies, including QQI, PMI, IASSC, and Scrum.org.

You're in Good Company

We have delivered the Sales Training programme to the biggest brands in Ireland including Google, Intel, Central Bank of Ireland, ESB, Football Association of Ireland and Abbott so you can have confidence in our ability to deliver the results you want to achieve.





Sales Training Course Outline

COURSE OVERVIEW

This one-day course takes a fresh look at the key steps in a robust sales process including - sales planning, identifying and qualifying opportunities, rapport building, the sales pitch, overcoming objections and advanced closing techniques to ensure the team are delivering a clear, consistent and compelling sales message.

At the end of the course each learner will understand the sales process as it applies to your company and understand the different kinds of customers and how to handle them.

LEARNING OUTCOMES

By the end of the course each learner will have:

- Understand the importance of thorough planning and preparation
- Take a best-practice approach to the sales process and develop a process that works
- Better identify opportunities and maximize them
- Understand different kinds of customers and how to handle them
- Use their influencing skills to control and guide meetings/calls with customers
- Have more confidence dealing with difficult situations and deadlock
- Have a personal action plan to apply learning back on the job

Below you will find a proposed course outline detailing all the topics covered on the training programme.



Course Content

TOPIC 1: UNDERSTANDING SALES

- The importance of the sales function with your organisation
- What does a good sales person look like? Banishing stereo-types
- What criteria do our clients use to make a decision?
- What sets us apart from our competition?

TOPIC 2: SELLING SKILLS

- Key Account Management
- Rapport building - developing long term relationships
- Asking high-value questions
- Active listening skills
- Handling Objections - the most common objections and how to handle them

TOPIC 3: THE SALES PROCESS

- Sales Planning - generating and qualifying your leads
- Understanding your customer and adapting your sales pitch to suit
- Planning your sales calls and follow-ups
- Presenting your sale - getting your point across without the waffle;
- Knowing when and how to close the sale
- Collecting payment after the sale is made
- The after sales service - managing account expansion; up-selling & cross-selling

TOPIC 4: PERSONAL ACTION PLAN

- Recognising areas you need to work on and developing your personal action plan



Olivia Roche

Training Associate

Olivia has five years' experience as a trainer and mentor. With strong communication and interpersonal skills, she holds the personal attributes essential to any training role which ensures positive engagement and interaction throughout all her workshops. Olivia has experience in training small and large groups and delivers one to one coaching, to cater for overall operational objectives and professional development objectives alike.

On a personal level Olivia comes from a background in family business so understands the importance of optimum productivity, successful communications and people management skills across all levels of an organisation. She draws on her own life experiences as she strongly believes in making her content relatable to the client/participants to achieve the best possible transfer of learning.

Some of the areas Olivia specialises in include selling skills, building brand awareness, management & development and negotiating and influencing skills.

Some of Olivia's qualifications and affiliations include:

- 2014: Distinction in Train the Trainer - QQI Level 6 certificate
- 2009: Bachelor of Arts Honours Degree, English, Media & Communications, University of Limerick
- 2009: TEFL certification, University of Limerick

"Olivia connected really well with the team and the format of the training was really ideal for the customer service team. I certainly will consider DCM for any further training that I'll be looking at during the year."

Mary McGillicuddy, Sales & Marketing Manager, P & D Visual





Inhouse Training, One Size Doesn't Fit All.

Does your team need training? DCM Learning has a full range of training courses and qualifications available for your team and company, in-house or off-site.

Based on your requirements, we will develop a custom-made training programme and deliver it specifically for your employees in a chosen location - giving them the exact skills and knowledge they need whilst saving on venue hire, travel, time and associated expenses.

Each daily session will be delivered onsite at a location of your choosing over a 7-hour period. We are flexible on group size, but for group sessions we would recommend a maximum of 15 people to allow for the more interactive elements of the course.

Below is an overview of our Inhouse Training Delivery and Costs:

Details	1 Day Training	2 to 5 Days Training	6+ Days Training
Cost	€1,095 per day	€995 per day	€895 per day
Materials	Included	Included	Included
Travel Expenses	Included	Included	Included
Areas Covered	All Counties	All Counties	All Counties
Customisation	Course Customised	Course Customised	Course Customised
Survey	Pre & Post Course Survey	Pre & Post Course Survey	Pre & Post Course Survey
Account Management		Dedicated Account Manager	Dedicated Account Manager
Free Public Course		1 Free Place	3 Free Places
Public Course Discount		15%	25%



Who We Work With

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.





**Set your career on the
right course**

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