

13 June 2019 - Marriott Hotel, Northampton

Sales Masterclass:

There are 3 areas which have high impact in sales: **Planning & Preparation, Questioning & Closing** (agreeing mutual next actions while in current interaction).

Planning & Preparation: We will look at the key things that buyers are sick of seeing and hearing in presentations & how to get conversations/meetings off to the best start!

Questioning: Here's where we miss opportunities and a proper understanding of the customer/Prospect's world.

Closing: Too often the next action is one-sided with the salesperson leaving feeling 'that went well!' We will look at persuasive ways to ensure that buy is confirmed by the Prospect/customer & that momentum is continued.

Objectives: Develop buyer-friendly techniques to improve approach in the above 3 key areas to generate creative, value driven reasons for contact, re-open dwindling conversations & re-ignite lost opportunities.

Pre-Course Work: Delegates complete a short pre-work questionnaire relating to these 3 areas and bring some case studies/working examples/previous missed opportunities.

These examples would be shared during the day (we would make them anonymous if required for confidentiality).

Practical Sessions: Delegates would work in small groups facilitated by sales expert Martyn Sloman to devise working strategies to re-open missed opportunities/come up with new angles to engage with Prospects/customers.

Q & A

Action Setting: Delegates set actions for self-review/line management review.



To book, complete the booking form and return to **Melanie Foote**
+44 (0)20 8773 5525 or e-mail melanie.foote@ppma.co.uk

COST: PPMA Members; £95 each, Non-members; £295

COURSE DURATION:

08:30 - Arrival, tea & coffee

09:00 - 16:30 - To include breaks (15 minutes morning & afternoon) and lunch.

BOOKING FORM - 'Sales Masterclass' training day:

I would like to register delegate(s) for the course on 13 June 2019

COSTS	PPMA Members @ £95 pp	£ <input type="text"/>
	Non-Members @ £295 pp	£ <input type="text"/>
	TOTAL	£ <input type="text"/>
	PLUS VAT @ 20%	£ <input type="text"/>
	TOTAL BOOKING COST	£ <input type="text"/>

TERMS & CONDITIONS: Cancellations: If you cannot attend, a substitute delegate may attend in your place provided that written notice is given, or contact the PPMA on 020 8773 8111. Refunds of fees cannot be made unless notice in writing is received a minimum of 10 working days prior to the training course. All cancellations will be subject to a 25% (+VAT) fee to cover administrative expenses.

Important Note: This booking form constitutes a legally binding contract. It may be necessary, for reasons beyond the control of the PPMA, to change the content, timing, speakers and/or date of the seminar, course and/or programme.

Company:

Address:

..... Postcode:

Telephone: E-Mail:

Booking Authorised By:

Delegate 1: Position:

Delegate 2: Position:

PAYMENT DETAILS:

Payment is required prior to the Training day.

- 1. On Account** - Members can pay by account.
- 2. Credit / Debit Card** - All credit / debit card payments now need to be taken over the phone.

Please contact **Melanie Foote** on **+44 (0)20 8773 5525**

- 3. BACS** - Barclays Bank PLC
Sort Code: 20-24-61
Account No: 90721220

- 4. Cheque** (A receipted invoice will be forwarded to your Accounts Dept.)

Data Protection: Data supplied is subject to the Data Protection Act 1998 and may be used to supply you with information to your business. Please tick as appropriate.

I do not wish to receive publications or further information from PPMA.
I prefer not to be contacted by any of the following: Mail E-mail Telephone

Processing & Packaging Machinery Association

PPMA Ltd, New Progress House
34 Stafford Road, Wallington, Surrey SM6 9AA
Tel: +44 (0)20 8773 8111 Fax: +44 (0)20 8773 0022
E-mail: christine.jordan@ppma.co.uk www.ppma.co.uk