



World Class Service

Sales and Business Development Course

Overview

As the economy enters a fragile recovery in 2010 we need to exploit every sales opportunity and develop our business growth skills. We have been approached by a number of people requesting a “sales” based course for service businesses. World Class Service has spent the last three months pulling together a new two day programme for venues, hotels and cultural organisations to develop sales and business development skills.

On day one the course will explode some of the myths of sales, break down the fear factor of sales, build self confidence and establish the facts about great sales people, set out some easy to use sales systems that delegates can adopt for their own business and provide personal and team exercises to prepare the delegate for action back at their own business. On day two the programme looks at the strategy and tactics of business development; how to look at the business, where opportunities lie, how to make the most of contacts and networks and make new connections, some classic business development approaches and some new models. The course will conclude with some key tips for North West based businesses and allow time for some personal planning before the delegates go back to the work place.

This programme is aimed at people who are relatively new to sales and at staff who want to brush up their own sales performance.

Who is this programme for:

This programme is ideally suited to sales personnel, events sales staff, business development personnel and team leaders. It is also an ideal programme for managers whose responsibilities have shifted from an operations background to include sales responsibilities.

Is there a formal qualification?

There is no formal qualification from this workshop. The programme is business focused, desk ready, practical and run by a successful private sector business with direct sales experience.

What does the programme cover?

- Myths and facts of sales
- Personal motivation
- Breaking down the fear factor
- Sales as problem solving
- Sales as well being in the service sector
- Building blocks of great sales; Product knowledge, Feature benefit analysis
- Questions that count
- Customer knowledge
- Sales systems ; NEADS and Hot button
- Personal Action Plan - the next days, weeks and months
- Planning your growth
- How and where to look for the best opportunities
- Making new markets and mining the old – ways of looking at the business
- Key steps in personal preparation
- What to do and how to get yourself out there
- Classic business planning
- Campaign planning and on-line presence
- Mistakes I made!
- 10 top tips
- Personal Action plan – the next days, weeks and months

How is the programme delivered?

The programme is lead by Howard Raynor the Managing Director of World Class Service Ltd. The format includes formal presentation, real case examples, discussion, group work and structured personal planning activity

This 2 day programme includes hand out pack and continuing on-line support at World Class Service Ltd

Please note: There are just 15 places on the programme to ensure a high level of engagement and participation.

Howard has 30 years of experience in hospitality and events management including Departmental management, General Manager, Chief Executive roles. Sales performance for the last three years covers is over £1.5m

Where is the programme delivered?

The programme will take place at The Lowry Hotel, 50 Dearmans Place, Chapel Wharf, Salford M3 5LH. This excellent Rocco Forte hotel provides a useful back drop to seeing service standards in action.

When is the programme running?

The 2 day programme will run on Thursday 17th and Friday 18th June. The programme is **NOT** residential

What does the programme cost

Cost per person attending is £295 plus VAT and includes all hospitality on the day, work books, follow up and on line resource support through the World Class Service web site.

Please note that for small businesses the programme may be supported by Manchester Solutions. Talk to us or Peter Southworth at Manchester Solutions for more details.

Interested ?

Contact Louise Hargreaves or Howard Raynor at World Class Service Ltd on 0161 456 6007

Or via e:mail at louise@worldclassservice.co.uk or at howard@worldclassservice.co.uk

What our Customer Say about this programme

"I would recommend this programme not only to employees but friends who work in the hospitality business"

"The structure, starting from a wide focus point that sets everything in context and then bringing that down to how it all sits with your business and personal sales goals"

"I felt the tasks involved were productive and could be made specific to my own role"

"Course was first class"

"Brilliantly delivered; not too much techie jargon or buzzwords"

"In general I found this one of the most honest and genuinely helpful training courses I've been on. Real experience shared rather than just the theory from people who haven't been in those situations"

"Content was focused and clearly presented. Comprehensive structure based around softer sell techniques much better suited to my personal style"

“Really useful tips and advice that I think will be easy to apply”

“Content was relevant and inspirational”

“I feel confident to ‘bring it on’ and not allow negative responses to get me down I have given so many tactics, tools and guidelines to use which will help me perform and progress in my role”

“This course helped me to consider my goals from a number of perspectives and having an arsenal of techniques means I can find a system which works for me”

Is there a wider programme of World Class Service Courses?

If you are planning for courses for later this year World Class will be running master classes in Service Leadership and Change Management. Please call us if you would like to hear more about these courses.