

# The Art of Influence!

How to persuade others to buy

## Course Aims

This programme is jam-packed with all the knowledge, skill base and techniques to increase your confidence and your sales, allowing you to grow your business and increase your profits.

*'Great product but shut!'.....*

...is not what you want scribed on your business epitaph! Yet, if you shy away from 'sales' or don't wish to be labeled as a salesperson, you are not alone. If you invest large amounts in glossy brochures, state of the art websites and trade shows but not growing your business, you are simply not selling enough.

## Objectives

The programme is split into two sessions; an initial 2 day intensive workshop designed to build confidence and sales skills and a one day advanced programme a few months later allowing the delegates to practice their new skills before returning to the classroom to learn more.

Following this programme, delegates will be able to:

- Design a winning sales strategy that is right for them and their product or service
- Manage and maintain peak personal sales performance through effective emotional intelligence
- Target and qualify prospects more effectively producing higher conversions
- Manage their time more efficiently producing better results
- Work more cohesively within a team, or lead a more effective team
- Build instant rapport with anyone
- Uncover the real 'hot' buttons in any sale
- Utilise a proven method for reframing and converting objections
- Build more customer loyalty leading to more repeat business
- Get customers to help grow their businesses
- Use our simple closing techniques to win more business
- Stay focused on your long-term goals with our split course and interim support

We believe sales success is created with 80% psychology and 20% skills. Develop a winning mindset then use the techniques to create phenomenal results.

2-day initial programme structure:

Module 1	<b>The psychology of sales</b>	<ul style="list-style-type: none"> <li>• Why people buy</li> <li>• The Sales Triad</li> <li>• The 5 Styles of Selling</li> <li>• Understanding the Pain - Pleasure equation</li> </ul>
Module 2	<b>Your sales perceptions</b>	<ul style="list-style-type: none"> <li>• Uncover you beliefs</li> <li>• Eliminate the myths</li> <li>• Increase your confidence</li> </ul>
Module 3	<b>The tool kit</b>	<ul style="list-style-type: none"> <li>• 10 easy tools for your kit bag</li> <li>• Building rapport</li> <li>• Uncover the 'Hot' Button</li> <li>• Present your product or service</li> <li>• Test Close &amp; Close</li> <li>• Reframe Objections</li> </ul>
Module 4	<b>Create your plan</b>	<ul style="list-style-type: none"> <li>• Create your 3 month sales plan</li> <li>• Underpin with Emotional Leverage</li> </ul>

1-day advanced programme structure:

Module 5	<b>Creating the Environment for success</b>	<ul style="list-style-type: none"> <li>• Review of previous content</li> <li>• Build the week</li> <li>• Create your network</li> <li>• Manage your pipeline</li> <li>• Working within a team</li> </ul>
Module 6	<b>More Advanced Techniques</b>	<ul style="list-style-type: none"> <li>• Powerful presentations</li> <li>• Selling to Venus &amp; Mars</li> <li>• Reading eye patterns</li> <li>• Uncovering your buyer's strategy</li> <li>• Build <i>your</i> brand</li> <li>• Create raving fans</li> </ul>

## Course Details

2-day The Art of Influence	£295.00 plus vat
1-day Advanced Programme	£95.00 plus vat

## What people are saying

*"a unique combination of exceptional sales training combined with fundamental personal development which creates lasting change and business growth".*

**Andrew Harrison, Service Excellence Sales Manager, Eaga Group Ltd**

*"the formula for success is far more than just for your sales career, it can also be applied in your home & work life"*

**Faz Rouf, Business Manager, Alliance & Leicester Plc**

*"I came on the programme with little sales experience and found it fascinating. The course provided all the tools & techniques to handle any situation. I CAN'T WAIT TO GET STARTED ON MONDAY!"*

**Dan Thompson, Sales Executive, Talent Training UK Ltd**

*Very interesting and inspiring and a fresh approach to influencing both personal and professional aspects of life"*

**Jennie Gillispie, Business Link North West**

*"The course has given me increased confidence, further techniques and tools to help develop my own skills. We have already increased our results by 25% and this would never have been the case without the help and guidance of the team at Aurora".*

**Phill Murray, Business Development Director, Harlands**