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| Hunter Sales Programme  LEAP |
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Day 1:    12th November:  9:30 to 4:30 Carlton Hotel Blanchardstown

Day 2:    19th November:  9:30 to 4:30 Carlton Hotel Blanchardstown

Day 3:    3rd December:  9:30 to 4:30 Carlton Hotel Blanchardstown

**Subsidised Cost - €640 per participant**

# The Need for the Hunter Sales Programme

Progressive and resilient Irish companies continue to focus on developing best practices and professional approaches across their organisations. For too many businesses sales training has been limited and the impact of this is evident by the variety of skill level demonstrated by team members.

Typically, within sales team, the technical aspect of selling is strong and their ability to competently discuss products is both beneficial and required. However, for many there is poor understanding of the disciplines and process of selling. Failure to address this short-coming will prevent companies from progressing further and building on their success. It will also make them less resilient to the economic winds of change.

Too often in good times the development of a mindset among sales team members of being “order-takers” needs to be nipped in the bud and the understanding of what it means to be a sales person and how to deliver on that role needs to be cultivated, encouraged and bedded down.

The programme deliverables are as follows:

1. Expand the mind-set of the salespeople from technical competence to include greater ease and proficiency in selling
2. To provide the salespeople with proven approaches to enhance their existing sales activities ensuring more effective selling and a greatly increased capability to deliver a sustained and less stressful sales performance

# The Impact:

“On behalf of our sales team I would like to thank you for the Hunter Sales Training Programme you have conducted for us over the last few months. Speaking with the teams I know they found all sessions interesting, productive, engaging and enjoyable. Your understanding of our challenges and your ability to delve into them was outstanding.

The course was well designed, paced, and visually appealing to hold everyone’s attention, with some great and informative quotations and explanations. You encouraged interaction early on and the break-out sessions not being too full on in terms of presentation helped that greatly.

I’m hoping it will motivate all to change or to be aware of their approach to selling and allow them to trial and cement some of the new techniques and tools you identified.

I thought that perhaps the Talent insight session may throw up some sceptics, but the buy in after receiving their results and the enthusiasm and some newfound confidence in the room was evident and amazing.

We have identified areas where it will greatly help us conducting not only team meeting but communication and one to one’s going forward.”

***John Hayes, Field Sales Manager, Allegro Limited***

# Hunters Sales Programme: Outline

The purpose of this programme is to provide the sales team with leading, practical methods of selling in a competitive environment. There are three key deliverables:

* Increase self-awareness and ability to successfully interact with others
* Easily apply proven best practices in selling
* Develop effective personal business disciplines in the areas of: improved communication, time management and assertiveness

The Hunter Sales Programme focuses on:

* Use of the psychometric testing, to provide participants with a detailed understanding of their personality type, what motivates them and how to develop a convincing approach to selling aligned with their strengths and who they are
* Developing a readily understood and robust sales methodology for the sales team members
* Agreeing a standard approach that will be used by each team member – develops a consistent culture
* Increasing the confidence of each sales team member

The Hunter Sales Programme is built around the ***Track Selling System*** which addresses the five universal buying decisions which always occur in the following order:

1. The salesperson
2. The company
3. The product
4. The price
5. The time to buy

There is a strong emphasis on the Buyer with particular emphasis on:

* People buy for their reasons, not yours
* People buy from you because you truly believe in what you are selling
* People don’t buy because they understand what you are selling, they buy because they think you understand what they need.

WORKSHOP 1: BRINGING CLARITY AND CREDIBILITY TO SALES

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| **Time** | **Content** |
| **9:30** | **WELCOME AND INTRODUCTIONS**   * Introduce yourself as participants arrive * Introduce LEAP: 2000. Management Development Training nationwide. * Exercise: Pair off and clarify your requirements from the programme, your colleagues and your facilitators; * and what are your personal challenges when it comes to selling |
| **10:05** | **THE 5 BUYING DECISIONS APPLIED TO ALLEGRO’S CUSTOMERS:**   * Exercise: ***In small groups complete the template with the 3 questions*** * ***Review collectively*** |
| **10:35** | **ABOUT YOU THE SALESPERSON:**   * A great salesperson is a great listener * Open, Leading and Closed questions, pressure for a result * The Yes and No challenge |
| ***11:00*** | *Tea and Coffee* |
| **11:15** | **HOW WE COMMUNICATE**   * The Words, Tone and Body Language the relative impact * Behaviour types: Aggressive, Passive and Assertive: W,T & BL for each type and how best to deal with each type * Exercise: ***Developing Your Assertiveness*** |
| **12:00** | **Scenario, dealing with your difficult customer**   * Control your performance not the outcome * Locus of control, the Starbuck’s way LATTE |
| ***13:00*** | ***Lunch*** |

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| **13:45** | **CUSTOMER RELATIONSHIP MANAGEMENT**   * Building the customer centric culture/mindset * What should we collectively focus on to improve CRM |
| **14:30** | Exercise: ***Flipchart Sheet 1: The high performing Sales Person in your company.***  ***Profile him/her with respect to their: Skills, Knowledge, Behaviours and mind-set.***   * What is most critical and why? |
| *15:00* | *5 minute break* |
| **15:05** | Review steps 1 to 3 in the Track Selling System:   * Why the steps: slow down, structure, a framework to sell within, helps the performance * Agree who you are selling to * Clarify your Approach, Qualification and Agreement on Need |
| **15:30** | Exercise: ***Role Play the first 3 Steps of the Track Selling System*** |
| **16:15** | Exercise: ***What one thing will you take away and now apply?*** |

WORKSHOP 2: BRINGING CONVICTION AND IMPROVED CAPABILITIES TO SALES

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| **Time** | **Content** |
| **9:30** | **WELCOME AND APPLICATION**   * How did you get on since we met 2 weeks ago: what worked, what didn’t work, in pairs, contribution from each individual and share collectively |
| **10:05** | **THE 6 BUYING MOTIVES APPLIED TO ALLEGRO’S CUSTOMERS’ STAKEHOLDERS:**   * Exercise: ***In small groups complete the template with the 2 questions: What is the Buying Motive and (the Need) and how does your company: “Fill the Need” every time?*** |
| **10:35** | **SELL THE COMPANY: WHY ALLEGRO:**   * Flipchart Sheet 2 ***Collective Mind Map of: “Why Your company”*** |
| ***11:00*** | *Tea and Coffee* |
| **11:15** | **STRENGTHENING OUR BELIEF SYSTEMS:**   * Perception is reality: be alert to the fallibility of our Belief System: The Muller – Lyer cognitive illusion: the 2 parallel lines * Own Your Attitude: * Exercise: ***Develop your Foundation Stone*** |
| **12:15** | **HOW BEST TO PLAY TO YOUR STRENGTHS AND MANAGE AROUND YOUR WEAKNESSES:**   * Creating the right personal energy for you * Exercise: ***In small groups profile the strengths and how to manage around the weaknesses of your colleague (1to1 or round robin)*** |
| ***13:00*** | ***Lunch*** |

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| **13:45** | **HANDLING OBJECTIONS**   * What are the typical FUDs – Fear, Uncertainty and Doubts that you have encountered with your existing customers, and how did you deal with them |
| **14:30** | ACT OF COMMITMENT - Role Play:   * The difficult customer – agree on the scenario * ***The Director and Actors prepare the role play*** * ***Role Play the 4 closes, the Director’s cut is applied liberally*** |
| ***15:00*** | ***5 minute break*** |
| **15:05** | **DWIGHT EISENHOWER’S 4 QUADRANTS**   * Explaining the 4 Quadrants, de-coupling Urgent from Important * Exercise: ***Recognise your time-stealers (Get out of Quadrant 1 and 3)*** * Exercise: ***Moving into Quadrant 2 – the value of your role and focus*** |
| **16:00** | **PRODUCTIVITY MATRIX**   * Each participant complete the Productivity Matrix for him/her self |
| **16:15** | ***Project for Final session – The Brief outlined***  In the Project participants will be required to prepare a 3 mins presentation for the final day detailing how they have carried out specific elements of the training. They will make their presentation on the morning of Day 3. |

WORKSHOP 3: Understanding Self – Applying your Natural Strengths

Core to the selling process is influencing others in their decision-making.

To achieve, it is important that the salesperson understand the behaviours of the buyer. At the same time, they also need to understand how to manage their own behaviours to build rapport and for the buyer to have confidence in them.

This workshop will focus on understanding: what motivates people and how to recognise different personality types. Additionally, participants will look at “blind spots”, the behaviours that are exhibited when an individual is not managing themselves well – stressed, frustrated or other negative emotions.

Participants will explore coping mechanisms they have developed which are serving them well and ones that need to be replaced with more effective methods thus enabling the participant to manage their interactions with others more effectively.

Using these insights participants will be more effective in influencing decision-making and building relationships with their customers.

As a result of this workshop participants will:

* Understand their personality type: their strengths and their blind spots
* Determine approaches to managing their blind spots
* Recognise what motivates and influences others
* Develop strategies for building strong relationships with others: potential customers, existing customers and internal colleagues

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| **Time** | **Content** |
| **9:30** | **WELCOME AND PROJECT PRESENTATION**   * How did you get on since we met 2 weeks ago: what worked, what didn’t work, in pairs, contribution from each individual and share collectively. * Each Participants has 5mins to present their Project * What will they now continue to do to improve their performance and their contribution to the company |
| ***11:00*** | *Tea and Coffee* |
| **11:00** | **UNDERSTANDING SELF – See programme outline above** |
| ***13:00*** | ***Lunch*** |
| **4:00** | **RECAP** |

# Programme Facilitators

Mike Gaffney

Mike is a highly effective facilitator helping organisations and their management teams determine what their key challenges are and how best to address them. He brings a philosophical perspective to understanding one’s own personal effectiveness. This is combined with the engineer’s perspective on solving problems which together work well in the murky areas of people management and leadership.

Mike thoroughly enjoys developing and delivering Management and Leadership training programmes and has been doing so nationally since 2000, when he founded LEAP with Tricia Cunningham. In setting up LEAP, Mike wanted the challenge to see if his approaches to management development would gain an audience in the broader business community outside the confines of the corporate organisation (Nortel Networks) where he had spent the previous 13 years. Thankfully this has proven to be the case.

Mike is a keen rower, who makes up for with enthusiasm what he lacks in ability. He has inflicted his coaching on multiple crews in the Galway rowing clubs from young beginners to Olympians, for the past 20 years.

TESTIMONIALS FROM SOME OF TRICIA’S CLIENTS:

“ICBE have happily run the Front Line Managers Programme with Mike and the LEAP team for a number of years. The response from participants consistently strongly endorse Mike’s inclusive and facilitative approach to learning and ease of application of ideas.”

***Gráinne Walsh, Irish Centre for Business Excellence, Limerick***

“LEAP did a great job with SAP. They kept us honest in implementing our strategic plans and have provided insightful support to our management team.”

***Geoff Moran, MD, Sap Landscapes, Maynooth***

“When our member companies come to me looking for a tailored intervention for their management team, I give LEAP a call. Mike and the team are professional, reliable and very effective.”

*Ashling Ward, Carlow/Kilkenny Skillnet*

Tricia Cunningham

Tricia’s expertise lies in the development and customisation of training development programmes within the SME and multi-national sectors. She has a successful track record assisting leaders and managers in understanding themselves, their strengths and how to maximise their impact on their organisation. Tricia also works with individuals on a one-to-one basis providing coaching support to address identified business performance issues.

Having spent an extensive period of time as a training and development professional in the United States, where she earned a Masters of Science in Training and Development (Lesley College, Cambridge, Massachusetts, 1998) Tricia returned to Ireland and joined Nortel Networks where she was appointed Training & Development Manager before co-founding LEAP in 2000 and today remains a director of the company.

Tricia’s work and collaboration with SMEs, multinationals and educational organisations throughout Ireland has significantly improved the capabilities of management teams and leaders together with the overall business performance.

TESTIMONIALS FROM SOME OF TRICIA’S CLIENTS:

‘We are delighted to have a strong on-going relationship with LEAP. They have applied great commitment and flexibility in ensuring they understand our needs and consistently focus on getting the best outcome for the individual, especially when the situation changes and the original requirements are superseded. I would strongly recommend Tricia and the LEAP team to any organisation.’

**Carmel Browne, Deputy Director of HR & Head of Organisational Development, National University of Ireland, Galway, Galway City, Ireland.**

“Tricia got us to set realistic and challenging goals and then made sure we achieved them. She is highly motivated, which keeps everybody on their toes. We found her approach easy to understand and the management team immediately bought into it and became invigorated by the work we did.”

**Evelyn O’Toole, MD, Complete Lab Solutions**

‘LEAP is an important partner for our business. They bring unique insights and abilities to the table which have helped the growth of our business and our team. I would recommend them very highly.’

**John Grealish, MD, Jona Holdings**

*“*The Galway Clinic has worked with LEAP for more than 5 years as they provide high quality, customised training that delivers real impact**.** Our management team, and the organisation as a whole, has benefited from their insights, support and engagement with our organisaiton.*”*

**John Joe Beirne, HR Director, Galway Clinic**