

## Your Course Includes

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### Materials on your online portal:

- ▶ Introduction and contents
- ▶ Useful links and suggested reading
- ▶ Icebreakers and energisers
- ▶ Delegate handouts
- ▶ Trainer notes for 6 modules
- ▶ Pre-course questions
- ▶ Feedback form
- ▶ Delegate certificate
- ▶ Optional Presentation

### Course Materials (shipped to you):

- ▶ 4 sets of plastic tweezers
- ▶ Dice
- ▶ **"Developing sales skills"** cards
- ▶ **"I want to sell"** cards
- ▶ **"Let's go shopping"** cards
- ▶ **"We want to win"** cards
- ▶ **"Not buying customers"** cards
- ▶ **"I want to buy"** cards
- ▶ **"Turnaround"** cards
- ▶ 16 felt pads (12 of one colour, 4 of another)

Should you use up or lose any of these resources, duplicates are available to purchase from: [www.jaluch.co.uk/trainingstore](http://www.jaluch.co.uk/trainingstore) or otherwise please contact the vendor who sold you this Bags of Learning course.

### What's not in the Bag? You will need to:

- ▶ Arrange the room and organise refreshments
- ▶ Print out the handouts and feedback forms
- ▶ Print the certificates after the training
- ▶ Provide a flipchart, paper and pens
- ▶ Provide a timer for exercises (alternatively you could use a phone/tablet)
- ▶ Provide paper for delegates if they don't bring their own

## Contents

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|----------|------------------------------------------------------------|-----------|
| <b>1</b> | <b>Introduction to Sales</b>                               | 1 ½ hours |
|          | Introduction                                               |           |
|          | Is it our job to sell?                                     |           |
|          | Developing sales skills                                    |           |
| <b>2</b> | <b>Solution Selling</b>                                    | 1 ½ hours |
|          | Introduction and mini exercise                             |           |
|          | Exercise 1                                                 |           |
|          | Exercise 2                                                 |           |
|          | Sum up                                                     |           |
| <b>3</b> | <b>Knowing your products and services</b>                  | 2 hours   |
|          | Introduction                                               |           |
|          | Developing your knowledge                                  |           |
|          | Sharing your knowledge                                     |           |
|          | Let's go shopping - exercise                               |           |
| <b>4</b> | <b>Knowing your customer</b>                               | 2 hours   |
|          | Who are our customers                                      |           |
|          | How customers buy                                          |           |
|          | Sales habits of customers                                  |           |
|          | Increasing sales revenue – exercise                        |           |
| <b>5</b> | <b>Soft sell or hard sell? Exploring our comfort zones</b> | 1-2 hours |
|          | Soft sell or hard sell?                                    |           |
| <b>6</b> | <b>Buying signals</b>                                      | 2 hours   |
|          | Set up game                                                |           |
|          | Play game                                                  |           |
|          | Summary activity                                           |           |