



Sales Training Programme

Great sales representatives don't sell. They build relationships.

No one wants to be sold to. Instead, customers want a product or service that solves a problem for them. Sales training helps your sales team understand their customers, and how to close deals with authority and empathy.

Trust and respect. Those are the keys to a successful sell. But how do you build that sort of rapport? Especially in this fast-paced world, where human interactions are increasingly remote and transactional.

Our sales programme has been built, refined, and customised over 36 years to develop your sales team into highly effective, respected sales representatives. Our methods have been tested and proven by thousands of sales professionals across South Africa, who report higher win rates and revenue margins, improved customer retention and upselling, reduction of staff churn, and greater personal satisfaction.

Who is this programme for?

Sales and sales support teams will benefit from the training, including:

- sales directors, and sales managers
- salespeople
- team leaders
- key account managers
- marketing management, and marketing teams.

Anything else I should know?

This training is designed as a series of highly engaging, interactive workshops and discussions. The programme is fully customisable based on your needs, budget, and schedule.

For further details contact:

sales@mccormicktraining.com or 021 010 0370





Self – Personal Development Training Programme

Preparation for Sales Excellence

- Understanding the dynamics of a VUCA
- Need to embrace change
- Current sales statistics
- Developing a culture of kaizen
- The power of attitude
- Achieving personal wellbeing through a healthy wheel of life
- Understanding the habit loop and how to make small sustainable changes
- Elevating sales professionalism
- Self-assessment on professional qualities

The power of attitude and developing GRIT

- The power of passion & perseverance
- Mindset & attitude
- Developing and maintaining a positive attitude, mindset and work ethic
- Understanding and overcoming the Imposter Syndrome
- The 3 Goals of every interaction
 - Build Rapport & Credibility
 - Gather Information
 - Influence and persuade

Sales leadership Principles

- Achieving Consistent Sales Results
- Research and Pre-Planning
- Developing Customer Relationships of Trust and Respect
- Selling through moving to Value Creation
- Creating Value through the introduction of Sales Leadership Principles
 - Modelling the Way
 - Inspiring a Shared Vision
 - Challenging the Process
 - Enabling others to Act
 - Encouraging the Heart

Mastering communication through personality Profiling

- Enhancing customer relationships through the understanding and application of personality profiling
- How to develop style adaptability based on the outcomes of personality profiling

Enhancing Emotional Intelligence

- Work through everyday communication roadblocks.
- Strategies for authentic communication,
- Develop personal communication strengths to build effective relationships
- Become self-aware and regulate your emotions in every situation
- Maintain or enhance self-esteem of your team
- Listening skills
- How to respond with empathy
- Build self-motivation



Sales Skills Development Training Programme

Telephone Skills

- Professionalism
- 15-second greeting
- Pre-call preparation
- Establishing client needs
- Unique selling proposition
- Clarifying needs and summarising
- Close order
- Follow-up
- Building rapport

Sales Skills

- Effective prospecting and pipeline management
- A step-by-step guide for effective and professional prospecting & pipeline management
- Improving closing ratios
- How to make contact
- Preparing the perfect pitch
- Refining your approach
- How to handle objections
- How to overcome objections
- Identifying your unique selling points
- The power of reassurance
- The artful close
understanding when it's time to close
- Artful closing techniques
- Closing phrases to seal a sales deal

Account Management

- Identifying key accounts - customer segmentation
- Dealing with out of stocks
- Billing process
- Collating and collection of customer personal information
- Co-ordinating with dispatch and warehouse
- Managing CRM and monitoring stock usage
- After sales service
- Becoming a trusted partner

Negotiation skills

- Understanding the need for negotiation skills in sales
- Identifying the characteristics of a good negotiator
- Identifying individual negotiating styles
- Knowing and applying the steps in the negotiation process
- Explaining strategies that could be used in negotiation
- Developing communication skills essential to negotiate successfully
- Gaining confidence – demonstrating persuasive and assertiveness techniques
- Achieving the best outcome possible

Dealing with Conflict

- Develop the art of having difficult conversations
- Use differences of opinion and conflicts constructively
- Use proven strategies to prevent and manage conflict
- Identify warning signs and prevent or minimize conflict before it starts
- Know your conflict management style and how to improve your reactions
- Know how to approach conflict
- Implement the 6 Steps to Conflict Resolution
- Establish conflict resolution guidelines



TEAM Effectiveness & Accountability

Goal Setting

- The Importance of Personal and Career Goal Setting
- Achieving Success through the SMART Goal Setting Process
- How to set Micro-Goals
- How to develop personal accountability to achieve your goals
- Personalised plan per delegate

Extreme productivity

- 10 habits of extreme productivity
- Maximize motivation, make consistent progress, and achieve goals
- Ignite proactivity and stop procrastination
- Control YOUR TIME with the simplest, most effective time management system
- Ignore distractions, focus, and get in the Extreme Productivity Zone
- Implement accountability to maximize
- Achieve maximum output by focusing on the activities that get you results

Business Skills

- Understanding the principles of working capital
- What is the significance of price, stock, and debtors in business
- Understanding the importance of budgeting and target achievement
- Understanding the difference between creating turnover and making money
- The margin protection
- The vital understanding of break-even and how the team contributes to a healthy break even

TEAM Effectiveness

- Applying the Team Effectiveness Framework
 - Responsible
 - Informed
 - Consulted
 - Accountable
- Creating a Culture of Commitment

Accountability

- How to develop a culture of ownership and responsibility
- Encouraging innovation and initiative amongst team members
- Developing a sense of well-being for work colleagues, the company, and the customer
- Highlighting the effect of accountability on co-dependence
- The impact of accountability on developing team trust and respect
- The impact of accountability on developing and maintaining an exceptional company reputation
- Creating an effective inter-departmental communication strategy