

150



Dermot McConkey
DEVELOPMENT & TRAINING LIMITED

minutes of pure

SALES

M  **TIVATION**



If things do not change, they are sure to stay the same.

The same will not be good enough to survive and thrive in the competitive future



Dermot McConkey FSII, MIITD

Dermot McConkey is Managing Director of Dermot McConkey Development & Training Limited, a business development and training consultancy. He is a Fellow of the Sales Institute of Ireland, a Member of the Irish Institute of Training and Development and a Member of the Irish Management Institute. His company's clients include most of the major Irish Banks, Building Societies & Insurance Companies as well as companies in the Manufacturing, Building, Hotel and Service Industries. Dermot has worked as a direct salesman, Regional Sales Manager, Sales Manager, Marketing Manager and Sales Training Manager, mainly in the financial services sector. He has over thirty years sales experience.



Dermot has a reputation for being a highly motivational, popular trainer where his fast paced delivery of the psychology of success is key to every programme he facilitates. He uses practical solutions to problem solving and has the ability to get people to believe in his ideas and business models. He helps individuals and companies recognise and realise their potential while also assisting them in coping and dealing with obstacles / challenges along the way.

Dermot speaks to over 3,000 business professionals each year on business development, sales and sales management issues. He produced his first book – **“Onwards and Upwards In Words”** in 2001 and launched an inter-active sales development, software supported, training programme called **Go sell whatever you want to sell** in 2002. He has spoken at International Conventions and meetings in Ireland, the USA, Malta, Cyprus, Scotland and England. Dermot was Training Manager in Prudential Life of Ireland when they won the first ever award to the financial services area, a Regional FAS Award, for the quality of training and development. He is one of only nine Irish people ever to be awarded the Life Insurance Association's (UK & Ireland) Outstanding Service Award.

He is a contributor of articles to various national newspapers and magazines and websites as well as the Professional Magazine on sales and marketing matters and the Sales Institute of Ireland's monthly magazine. He has lectured on Negotiation Skills for the Dublin Institute of Technology and the Cork Institute of Technology on their **Diploma in Professional Selling** course, for the Sales Institute of Ireland. He regularly runs courses for the Sales Institute of Ireland.

People do not buy similarity, they buy difference

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150 minutes of pure Sales Motivation

Option A

You need sales but you are finding it tougher than ever before to make them? Are you faced with a limited budget at present to motivate your people. What should you do? We have an answer for you and we think you'll like it.

In just 150 minutes we can motivate your team with our exciting new sales booster sessions. Yes, 150 minutes is all it will take. Get your sales team motivated to upsell, cross sell and develop relationships in the challenging economy that faces us all. How? Well, we are pleased to announce we are offering you and your team the opportunity to avail of 2 sales boosting sessions. One is listed below – a once-off, all in session covering a power packed agenda of sales related, business development issues. The second an opportunity to train and motivate your team with up to 6 different exciting and highly motivating sales booster sessions, spread over a 6 or 12 week period. Integrating sales training in this way means you do not have to take your sales people off the road for a lengthy period of time plus your costs are kept to an absolute minimum. These 150 minute Sales Booster sessions can be an ideal addition to your monthly sales meetings. They can all be run in-house eliminating the need to book outside resources.

Option A

Our once off 150 minute session covers:

- Overview of our world at present
- What's more important than money?
- How to brain train?
- Stop eating the elephant!
- Sales process routine – The 4 Mula in action
- The must do list – looking good / mystery shopper
- Selling appointments on the phone
- Getting Annual Reviews in place
- Selling from logic to emotion
- How to stay persistent and achieve your desired outcomes

You
just
can't
lose!

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Your investment is just £1,250 (VAT exempt) for the one day offering (Option A) .
That's real value for money in today's market.

150 minutes of pure Sales Motivation

Option B

Need sales? Finding it tougher than ever before to make them? Faced with a limited budget at present to motivate your people. What should you do? We have an answer for you and we think you'll like it.

In just 150 minutes we can motivate your team with our exciting new sales booster sessions. Get your sales team motivated to sell in the challenging economy that faces us all. How? Well, we are pleased to announce we are offering you and your team the opportunity to avail of up to 6 different exciting and highly motivating sales booster sessions. From the varied list below you can "sign up" your team for 6 sessions over a six week or twelve week period - each individual session running for 150 minutes maximum.

Integrating sales training in this way means you do not have to take your sales people off the road for a lengthy period of time plus your costs are kept to an absolute minimum. These 150 minute Sales Booster sessions can be an ideal addition to your monthly sales meetings. They can all be run in-house eliminating the need to book outside resources.

Your investment is just £2,950 (VAT exempt) for the 6 sessions in total (excluding any travel or venue expenses). **That's just €490 approx per session, regardless of the size of your sales team.** That's real value for money in today's market.

The 150 Minute Sales Booster sessions available:

1

How to find prospects for your business

The objective of this session will be to identify how prospects can be found for your business. We will discuss the Prospect Pie and what it means. We will find out who could buy, is currently buying and / or could be converted to buy your products and or services. The art of planning will be discussed and best practice identified and mapped. We will cover the art of approaching prospects through the written word ie email or mailshot.

2

Advanced Telemarketing Skills

The telephone plays a vital role for most organisations when it comes to increasing business. This session covers the skills required to master **outbound calls** such as sales calls, appointment making or customer care calls. It is ideally suited to staff who engage in cross selling products or services. It will help them improve their telemarketing techniques and thereby increase sales. We provide full audiovisual support for the training including specialised telephone recording equipment. This allows the participants to demonstrate and practice effective telemarketing techniques. The programme is highly participative in that participants will be expected to demonstrate their knowledge and understanding of the skills discussed. It will give them confidence, motivation and key telemarketing skills.

150 Minute Sales Booster sessions available:

Option B

- 3 Discover Your Prospect's Needs**

Asking appropriate questions and actively listening are key elements in uncovering whether a client has a need that can be presently filled and knowing which key issues need to be addressed when presenting one's products or services. Only after discerning potential concerns and problems can the best possible solutions be offered. Here we will examine the best question structure to use and in what sequence those questions should follow. Negotiation skills will be reviewed as well as how best practice can help with this vital interview skill.
- 4 Presenting the “answer” to their needs**

Sales people often tend to focus too much on the "features" of their product or service when selling. To be effective it is critical to position what they are selling based on the benefits their customers will receive. The importance of understanding the difference between features advantages and benefits (Features are often left brain facts while benefits are often risk / reward / emotional benefits) is critical. How to obtain customer feedback during the sales process is also essential as well as the process to follow to obtain a customer's commitment. It will also be important to sell why you and your company are the best option at this point in time and that ongoing service is the cornerstone of your offer.
- 5 Overcoming Objections & Resolving Issues**

Objections should be viewed as a prospect telling the salesperson what issues need to be resolved before they will buy. Objections point out what benefits of a proposed solution must be better positioned. A “no” from the prospect is often a “don't know”, in order words a request for more reasons or information to buy. Here we will identify the most typical objections currently being received and how best to handle each and every one. We will also deal with the challenge of competition.
- 6 Getting the Prospect To Say Yes! (Closing the sale)**

Asking a prospect for their business isn't always easy. Natural fears of rejection, failure, or uneasiness with a prospect may prevent closing the sale. Too often a prospect is ready to move ahead but needs help and encouragement in making a decision and understanding how to best proceed to buy the service or product being offered. Here we will cover how to use a logical step by step process to complete the sales.



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The Cost:

Option A: €750

Option B: €3,000 for 6 sessions

A daily rate can be agreed for a series of once off sessions, less than 6.

Each Sales Booster session includes:

- A workbook on the topic being covered
- Test Questionnaires (if appropriate to the topic in question)
- Handouts
- Case studies (where relevant)
- Audio visual support (Telephone recording equipment)
- Articles to read
- A goal setting action planner for each attendee after each session
- Post session support by phone and email.

For more information, contact us at:

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www.mcconkey.ie

More powerful than the will to win is the courage to begin.



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REMEMBER:

If things do not change, they are sure to stay the same!

Staying the same will not be good enough to not only survive, but thrive in the future!

AND...

People do not buy similarity. They buy difference.

...Dermot McConkey

IF IT IS TO BE, IT IS UP TO ME