

Don't Sell We're British

Course Leader- Tony Dimech

This one day course is based on the principles covered in Tony's recently published book '**Don't Sell We're British**'. The course helps delegates understand why traditional **sales training** techniques are marred and why British customers resist buying from the majority of salespeople. The course will also uncover new ideas and methodology to win business from more customers.

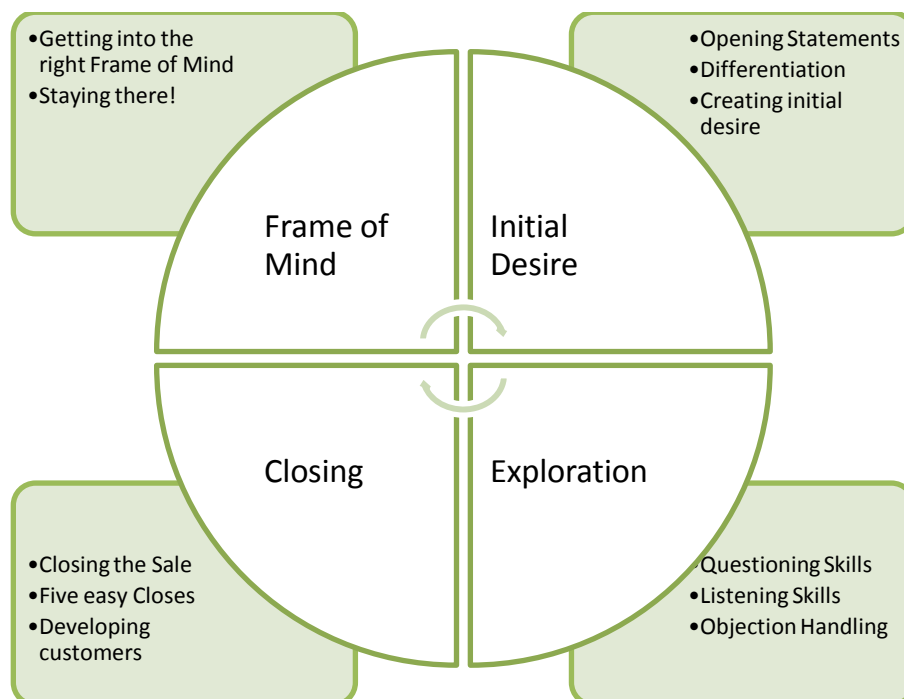
Who will benefit

Quite simply anyone who has a direct or indirect sales function in their role will benefit from attending this course. **The Fundamentals of Successful Selling** will help both field salespeople and telesales people. Whether you are new to selling or a seasoned professional, this course will give you a new perspective on how to generate more business.

Objectives

The Fundamentals of Successful Selling will identify new methods to help sales people win more business in today's tough business environment and explain how to master the techniques covered in this workshop and make them a part of their everyday sales routines. Participants will learn that successful selling is based upon the ability to create demand for your products or services, and not by focussing on traditional selling skills.

Course Outline



These four areas are the key to successful selling, and when mastered provide the basis to shape a winning proposition in most sales situations.

Frame of Mind

To succeed in today's competitive world you have to be in a frame of mind to do business ALL OF THE TIME!

- Staying positive even in adverse selling situations is a key requirement in today's business environment.
- Delegates will learn how to get into optimum performance mode whenever they need to, and stay there!

Initial Desire

In today's fast moving environment, salespeople need to understand quickly who is a realistic prospect for your products and services. Failure to master this means time wasted with people who don't end up becoming customers and more importantly failing to connect with people who may have been more likely candidates

- Creating the right initial impression
- Differentiation
- Qualification
- Creating Interest & Desire
- Handling Initial Objections

QUESTIONING & LISTENING SKILLS

- Questioning is THE most important skill in the salesperson's armoury.
- Questioning can help differentiate you from your competitors
- If you ask great questions and ***listen*** to the answers your customers will tell you more about what they want!
- If you shape your proposition around their needs, you will create desire.
- Don't sell to your customers - make them want to buy!

Closing

- Using proven techniques to remove potential barriers and close the deal will allow delegates to appreciate when someone has a real interest in your proposition
- Five Simple Closes

Training Venue Location

The training will take place at the Motive9 Business Centre in Olney Buckinghamshire.

Motive9 Business Centre
Yardley Road
Olney
Buckinghamshire
MK46 5ED

WHY IS SELLING TO THE BRITISH SO DIFFICULT?

In the USA... most sales-people are treated with respect - like friends.
In the UK... most sales-people are treated with suspicion - like adversaries.

In the USA... many people enjoy the sales process and expect to be sold to.
In the UK... many people will do everything possible to avoid being sold to.

In America... sales-people are regarded as professionals like accountants and lawyers.
In Britain... sales-people are treated as nuisances and scoundrels; a necessary evil.

We may all be speaking the same language but what works on one side of the Atlantic is very likely to meet with cynicism or outright hostility on the other. So, if you want to be a successful sales-person in the UK or Europe, the first lesson you have to learn is this:

The role of a sales-person working in the UK isn't to 'sell' in the American sense. If you want to sell to British customers you have to do something different.

You have to make your potential customers want to buy.

In this vital sales manual, Tony Dimech shows you how to create more demand and boost your selling success when dealing with



Tony Dimech has spent more than twenty five years in a sales and business development environment. He currently heads up appleton associates, one of the UK's leading sales development companies that offers a complete support package to organisations in pursuit of sales excellence. He lives in Buckinghamshire with his wife and family. Learn more at www.appleton-associates.co.uk



BUSINESS/MANAGEMENT

DON'T SELL WE'RE BRITISH

TONY DIMECH



"We Brits are a sales challenge of considerable magnitude ... here is how to meet that challenge, break through the scepticism, establish belief and create that sale!"
Roisin Isaacs, Star of Channel 4's Secret Millionaire

DON'T SELL WE'RE BRITISH



**RULES FOR PERSUADING PEOPLE
WHO DON'T LIKE TO BE SOLD TO**

TONY DIMECH