

TRAIN TO SUCCEED

Achieving Success Through Learning



Our business is business development

Do you need to improve the sales performance of your business?

Would you like to generate more quality leads and have the closing skills to be able to convert them into profitable business?

Our "SalesBuilder" programme could be just what your business needs. Suitable for owner managers or sales team members, this programme will give delegates the skills they need to be able to generate more profitable business. Some businesses may qualify for co-funding support of up to 50%, depending on location and sector. Please check with us for further details and to establish whether your company is eligible for this support.

SalesBuilder

Delegates will learn how to:

- Evaluate current market position
- Develop a communications strategy
- Devise monitor and evaluate marketing campaigns
- Improve lead generation – who should we target
- Identify and access your targets
- Develop and use Social Media and Networking skills
- Develop key messages
- Use the psychology of selling
- Improve core sales skills
- Improve negotiation skills
- Improve closing skills
- Use objection handling techniques
- Develop better powers of persuasion
- Perfect their pitching skills
- Understand buyer behaviour
- Win business in meetings
- Improve presentation skills
- Develop a Sales Action Plan for the business



"SalesBuilder" is delivered by Jayne Reid, a qualified and experienced sales and marketing trainer who excels in helping clients develop their sales & marketing skills and strategies.

"Jayne's training is so informative, with really practical ideas that she has tried and tested herself! Very refreshing! Both myself and the Sales Team at Great Lengths are implementing a number of new ideas to great effect." **Cornelia Boruszenko, Great Lengths**

I would not hesitate to recommend Jayne. She is an articulate and dynamic presenter of up-to-date, relevant and vital Sales and Marketing training, presented in such a way as to encourage group interactivity. Anyone wishing their team to be more successful would do well to attend this training programme. **Catherine Oakley, Northern Washrooms**

Training venues in Huddersfield Leeds Scarborough Sheffield and York

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Management development programmes for ambitious owners and managers of Yorkshire businesses



Train to Succeed, the training arm of **Strategy to Succeed Ltd.**, has a wealth of experience of delivering management training for senior managers and professionals.

Our facilitators have substantial sector-specific knowledge and experience as well as considerable training experience, enabling them to deliver carefully developed training programmes designed to improve individual skills and business performance.

We welcome the opportunity to discuss the training needs of your business, without obligation or cost, to determine whether the Train to Succeed management development programme is right for you. To find out more about this programme or to register to join one of our forthcoming cohorts please call us on **0113 887 6111**, email info@strategytosucceed.co.uk, or visit www.strategytosucceed.co.uk

Train to Succeed – successfully delivering top quality training, advice, and support to Yorkshire businesses.



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