

# *Thirty Years of Sales Training Excellence*

---



## **About DBS Associates.**

DBS Associates has established itself as the training provider of choice for companies and individuals wanting to improve their performance through sales, negotiation, presentation and other customer facing skills.

Established in 1985, DBS Associates has developed sales teams and sales managers with an approach that is based on the belief that only those with a deep understanding of their subject, together with practical experience in the field, are equipped to provide the quality of training needed to compete successfully in today's testing conditions. DBS's very individual approach to training is based on such an understanding. It combines an unusually high degree of customisation with methods that are totally results oriented. For you, it means a more focused programme, clear, achievable goals and a faster payback.

As businesses change, become leaner and more aware of the need to maximise everyone's skill set, then the vast experience that we have in training the traditional sales force is increasingly being used to develop senior executives who have to persuade/convince other board members and, of course, shareholders that they are delivering to the best of the company's ability.

The DBS difference lies in understanding the market place in which you operate, enabling us, together, to produce a programme uniquely tailored to your business and individual needs.

Our strengths are in our abilities to understand the business issues that drive key decision makers. Our techniques are practical and interactive, whether it be coaching a CEO for a critical presentation, or working with a group of sales managers in order for them to enhance their sales team's performance. At all levels, we can improve skills which have an impact on the bottom line.

## **Recent Testimonials.**

*“The sales training was very productive and definitely met my expectations”*

**Amoon, Sales Exec Milwaukee TTI September 2015**

*“Personally I feel I have benefitted greatly from your course.....I wanted to gain greater confidence and that has happened”*

**Tony, Sales Director Phoenix Freight September 2015**

*“A massive thank you for the course. I learned a huge amount in those four days”*

**Carl, Area Sales Manager Metabo. October 2015**

*“Thank you for all the support and advice”*

**Lewis FME Milwaukee TTI October 2015**

*“Many thanks for your patience and perseverance. Learning from you has given us a great boost”*

**Mark, Partner Cloud Bookkeeping November 2015**

**Sales Skills Development Course.**

**October 25th to 29th**

**Wadenhoe Conference Centre**

Wadenhoe House Ltd, Wadenhoe, Peterborough PE8 5SR

**[www.wadenhoe-house.com](http://www.wadenhoe-house.com)**

**T** + 44 (0)20 8761 7533

**F** + 44 (0)20 8761 5336

**W** [www.dbs-associates.com](http://www.dbs-associates.com)

**E** [dennis@dbs-associates.com](mailto:dennis@dbs-associates.com)

The acclaimed four-day, residential course from DBS Associates

*“Now is the time to invest in the development of your sales team  
and boost your sales for 2015.”*



## **Sales Skills.**

*Ensuring our Sales Team operate to maximum effectiveness*

DBS Associates skilled sales personnel succeed in their profession in having a range of skills, knowledge and the right attitude.

This four-day, residential, programme will improve your knowledge of the sixteen skills required to be successful in sales.

You will have the opportunity to practise new skills and be individually coached and developed.

*Our clients continue to thrive from their DBS experience*



## **Sales skills development: The Course**

### **Day 1**

- Introduction to selling
- The key activities & skills of a Professional Salesperson
- Setting sales call objectives
  - Time Management
  - Planning
- Recognition of decision makers/influencers Interpersonal skills; the sales process
  - The D.M.U. Decision Making Unit
- Opening the sale
  - Communication skills
  - Questioning techniques
  - Probing / Probing pyramid model
  - Listening skills
  - Art of note taking
  - Body language

### **Day 2**

- Practice and rehearsal
- Video role-play: 'The Fact Find'
- Discovering clients' needs/requirements
- To apply those skills to realistic situations & refine them through group discussion
- To provide opportunities for individual practice, coaching & development
- Complete personalised & challenging future action plans Presenting the Solution
- Converting features to benefits
- Understanding U.S.P.s

## **Sales skills development: The Course**

### **Day 3**

- Overcoming the barriers to the sale
  - Handling complaints
  - Handling doubts; Art of Visualisation
  - Overcoming objections Closing the sale
- Proven techniques; examine alternative types
- Recognition of potential buying signals Prospection
- Examine different sources for opening new business

### **Day 4**

- Territory management Positive Mental Attitude; (P.M.A.) Practice & rehearsal
- Video role play; The Total Sales Process
- Discovering client requirements
- Overcoming doubts and objections
- To apply those skills to realistic situations & refine them through group discussion
- To provide opportunities for individual practice, coaching and development
- Complete personalised & challenging future action plans

*You can't afford to miss this opportunity*

**DBS Associates.**

Email us at [dennis@dbs-associates.com](mailto:dennis@dbs-associates.com)  
or call us on 020 8761 7533 for a full discussion.

You may want to reserve a place for yourself, or have a discussion about training your team. You are very welcome to attend the course dinner.

**Location.**

**Wadenhoe Conference Centre**

Wadenhoe House Ltd, Wadenhoe, Peterborough PE8 5SR

[www.wadenhoe-house.com](http://www.wadenhoe-house.com)

**Investment cost.**

£2,450 + VAT (per delegate)

Fully inclusive accommodation, meals and training