

Professional Technical Selling

Your trainer: Trevor Lever is an experienced business professional who has worked in numerous sales & marketing roles within technical organisations: from field sales, to sales management and product development.



Feedback from previous delegates:

"Professional and well presented"

"Very informative with real world examples"

"Valuable and full of useful ideas"

"Covered the essential ground very thoroughly"

"Hard to see how the training could be improved"

"Will make me a more professional salesperson"

Who is this course for?

This two day training program is specifically designed for new sales people who are selling technical products directly to technical customers. It covers the key skills required to build a foundation for success in finding, securing and growing business.

What does the program cover?

Day 1

- Welcome to selling
- Types of sales people
- The buying and selling process
- Using positive language
- Handling enquiries
- Getting appointments
- Questioning techniques
- Structure of a sales call

Day 2

- Buyer styles and motivation
- Social media and networking
- Offer analysis (feature / advantage / benefit)
- Demonstrations and samples
- Estimates, quotes & proposals
- Forecasting future business
- Handling concerns
- Gaining commitment

What is the objective of this training?

Over the two days the delegates go on a journey to understand how to engage with people at a personal as well as technical level. To see the situation from the customer's perspective and to build a relationship that enables a solution to be presented and considered.

The program leaves the delegates with a thorough understanding of their sales role and the confidence to implement it.

Location and Fees

All TLC open programs are held at the beautiful, and recently refurbished, Hilton DoubleTree - [Cadbury House](#) at Congresbury which is situated close to the M5 and Bristol Airport. The 2 day course is £750 ex VAT and includes full refreshments, lunch and course notes.

Accommodation can be booked at the venue at preferential rates.

All delegates have use of the stunning leisure facilities (swimming pool, jet pool, spa, saunas and steam room) following the course.

Why use Trevor Lever Consulting?

Good Question. Trevor is a Ph. D level scientist with many papers, articles and book chapters published. He has also won several sales and new product launch awards. With a good understanding of the technical and commercial aspects of technical selling, he has been delivering sales and marketing workshops across the UK for the last ten years.

Personal Blog

www.trevorlever.co.uk

TLC Website

www.trevorleverconsulting.com

Social Media

Find Trevor Lever on Twitter (@realtrevorlever), Ecademy and LinkedIn.

What is the training style?

The program is part workshop, part lecture and totally interactive. Delegates are encouraged to “get involved” and bring their own real-world situations and experiences into the room so that the learning can be more easily transferred from the workshop to the everyday sales environment.

Courses consist of between 4 and 8 delegates to ensure a high level of involvement and interaction.

When registering please mention any direct competitors that you would not want to be on the same program as yourself.

Course Dates 2012:

28th & 29th May
19th & 20th November

Call TLC today to reserve your place.



Double-Tree by Hilton: Cadbury House