

# Open Training Programs

**Your trainer: Trevor Lever is an experienced business professional and has owned, managed and run several companies in the past.**

As TLC, Trevor aims to take the tried and tested principles and ideas gained from his successful experiences of working for large multi-national organisations (Du Pont, Mars) as well as his own SME businesses (Marlin Scientific, TLC) and tailor them to the unique needs of the individual and smaller organisation.

With over 30 years practical experience of sales & marketing, Trevor is well versed in the academic principles as well as the day-to-day reality of putting theory into practice.

## 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. Each course is £225 ex VAT and includes full refreshments and lunch, course notes and use of the stunning leisure facilities (swimming pool, jet pool, spa, saunas and steam room) following the course.

### Feedback from some of last year's delegates:

*"Professional and well presented"*  
*"Will make me a more professional salesperson"*  
*"Very informative with real world examples"*  
*"A valuable day full of useful ideas"*  
*"Covered the essential ground very thoroughly"*

**Call TLC today to reserve your place.**

## Essential Sales Skills

- The buying / selling process
- Developing relationships
- Positive language
- Communication styles
- Handling enquiries
- Questioning techniques
- The first meeting

This program is designed for people who are new to sales or who have been selling for a while but have had no formal sales training. The course covers the key skills required in handling an initial enquiry (via phone, web, email etc.) through to meeting the customer (at their place or yours) The day follows a very interactive program that is designed to allow individuals to develop their own sales style, whilst following a very effective and structured approach.

## Advanced Sales Skills

- Buyer styles and motivation
- Offer analysis (feature / advantage / benefit)
- Estimates / quotes & proposals
- Forecasting future business
- Developing a sales process
- Handling concerns
- Gaining commitment

This program focuses on the key skills required for successful long term selling. Ideally delegates should have been on the Essential Sales Skills course before attending this Advanced Sales Skills program. It is suited to those sales staff who are required to find, develop, negotiate and close new business as part of their full time sales role. Delegates are encouraged to bring their own sales material and marketing collateral for use in the interactive workshop sessions.

Double-Tree by Hilton: Cadbury House

