

Open Training Programs 2010

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, Cadbury House at Congresbury which is situated close to the M5 and Bristol Airport. Each course is £199 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

March 1st, May 10th, Sept 6th and November 1st.

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

This program is designed for people who have to sell as part of their role, but don't feel comfortable doing it, as well as for new full-time sales staff. The course covers the key skills required in handling an initial enquiry through to meeting the customer. 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

June 7th and Dec 6th.

- Buyer styles and motivation
- Offer analysis
- Estimates / Quotes & Proposals
- Forecasting
- Handling concerns
- Gaining commitment

This program focuses on the key skills required for successful long term selling. It is ideally suited to those staff who are required to find, develop, negotiate and close new business. Delegates are encouraged to bring their own sales material and marketing collateral for use in the interactive workshop sessions.

Presenting Your Company

April 12th and October 4th.

- Presentation content
- Delivery styles
- One-2-One presentation
- Case studies and stories
- One-2-Many presentation
- Matching needs to content

This course is part presentation skills workshop, part training on how to match your presentation to the client's requirements and part introducing new ways of explaining and presenting your organisation in such a way, that the client desires to take "the next step". This program is aimed at all business people who have, at some point, to face a potential new client and tell them about their business.

