



# LEADING EDGE CHANGE

Professional Programmes for Peak Performance

## ADVANCED SALES TRAINING

A Leading Edge Change Development Programme

The success of your business depends on the success of your sales people. Research shows that sales success depends on building lasting and profitable customer relationships.

This development programme incorporates the features of our Improving Sales Success in-house workshop, and combines them with other key personal and practical skills, including personal effectiveness, communication, confidence and language patterns that get results. This gives your sales people the skills they need to support business and personal success. And, because making sales can be a stressful business, we show them how to manage any personal impact.

### Key features:

- ◆ **Managing yourself**
  - Increasing self motivation through visualisation, modelling and clear targets
  - Winning trust through personal integrity
  - Understanding and creating self-confidence
- ◆ **Building a sales relationship**
  - Understanding how people buy
  - Rapport building, empathy and harmonious relationships, building trust
  - How to elicit your customer's values and buying motivations
  - How to understand your customer's buying strategy and style preferences
  - The art of persuasive language
  - The importance of silence
- ◆ **Making the sale**
  - Turning objections into sales opportunities
  - Building the relationship for closure
  - Building long term win-win relationships for repeat business
- ◆ **Increasing personal effectiveness**
  - Reframing of setbacks to keep you moving forwards
  - How to communicate with and present to any size of audience
  - Understanding and managing stress, including relaxation, life-style changes and simple but effective habits
  - Effective techniques to prioritise and manage workload

*These focussed development programmes allow us to work closely with your selected employees to deliver more skill enhancements faster.*

**LEADING EDGE CHANGE** is committed to helping business achieve its potential in an ethical and sustainable way.

We all know that business outcomes are a direct result of the activities of the people working on them. To make a real difference people need three things:

1. Motivation
2. To think in ways that allow new distinctions to emerge
3. To be able to build the relationships needed to get the desired results

Combining all the proven benefits of NLP techniques with our extensive business and training experience, our performance training programmes will promote development in all three areas. Furthermore, as learning works best when all senses are engaged, our training challenges participants to engage fully. All workshops and programmes involve practical, interactive experience to make them fun and accelerate easy learning.

Our workshops, development programmes and training courses are available at a timing, length and price to suit your needs. We will run courses and programmes individually or as a package as required.

#### **Other services:**

Our **Personal Executive Coaching** provides confidential one-on-one coaching for directors and senior management, helping them find their own special talents to make the changes that take business forward.

Our **Strategic Coaching** helps a board or management team define their overall business goals and desired outcomes, development the strategy, build and test the business case and business plan and implementation planning and delivery.

---

To book this workshop or to find out more about our training, consulting and executive coaching contact Patricia Scott at:

**Leading Edge Change**  
**Rivendell, 5 The Clays, Market Lavington, Devizes, Wiltshire, SN10 4AY**

**Telephone: 01380 816077**  
**E mail: [pat.scott@leadingedgechange.com](mailto:pat.scott@leadingedgechange.com)**

or visit our website at [www.leadingedgechange.com](http://www.leadingedgechange.com)

