



Sales Executive Course (four-months)

Aim: to provide advanced training on sales knowledge, skills and behaviours for individuals and teams looking to increase performance and reach targets. The workshops will help learners to consider different and new approaches to their current work practices.

Course suitable for: this four-month programme is aimed at Account Managers or those about to take on a sales role, to understand the importance of the sales cycle, market and customer knowledge. The programme also provides a strong introduction to the Sales Executive Accelerator 12-month programme, for those delegates who are interested in achieving a formal qualification.

Overview and breakdown

Month One:

Behavioural workshop

We explore the Sales Cycle and breakdown the processes involved. To commence the journey, let's take a closer look to see if we have the right behavioural skills in place.

- New techniques for time management
- To understand the importance of SMART goals – do we have goals in place?
- Communication – verbal and nonverbal ways of communications with clients/team
- Personality profiling – matching ourselves/clients/colleagues - RED, GREEN, YELLOW OR BLUE
- Resilience – how to keep smiling!
- Self-motivation
- Work ethics
- Self-discipline.

Month Two:

Knowledge workshop

- Market knowledge – to outline how the market may be segmented and how this affects your customers decisions
- Customer knowledge – what are macro /microenvironments, purchasing motivations within the sales cycle and why is a high quality customer experience important
- Digital skills – understand how to use digital technology to aid the sales cycle. Overview of the most popular social media platforms (FB, Twitter, Instagram, YouTube).

Month Three:

Skills Workshop

- Prospecting - How? Where? Who?
- Pitching and presenting – to look at current sales proposal and how can we improve this to ensure the technique is appropriate for your client
- Let's examine how you produce relevant products and /or services explaining features and benefits
- What common objections do we come across – learning techniques to tackle these Presentation styles
- What makes a great presentation? Let's share best practice – let's get your clients emotionally involved with your product
- Great tips for making winning presentations
- Rehearsals in pairs – to gain confidence and practice new skills



Month Four:

Skills Workshop

- Objection handling – To be able to demonstrate a range of techniques to draw out and overcome common sales objections
- Negotiation – explore how to successfully plan and negotiate a ‘win win’ solution
- Closing -how to respond to buying signals and to close the deal
- Financial acumen – to be familiar with terminology and how this affects business

Learners will also be supplied with e-learning material to help them further develop their sales understanding, knowledge and skills. All those that successfully complete the four-month programme will receive a Bauer Academy Certificate of Completion that can be used to evidence continuous professional development (CPD).

Each person’s Action Plan is designed to build on their individual development and career progression. Each Action Plan will receive feedback and support from the course tutor with the aim of developing the Action Plan into their daily working practice.

Course locations and dates

Courses will be held at multiple Bauer locations including Media House (Peterborough), Academic House (London) and Bauer Radio sites including Hits Radio (Manchester) and Radio Forth (Edinburgh). The Bauer Academy It provides a remarkable and unique approach to training that combines the very best of media, education and businesses to inspire and motivate its trainees. Our training is immersed inside one of the biggest media companies in the world (Bauer Media), providing exciting and meaningful work-based learning.

Our media and business professionals are at the top of their game. Combined they have expertise across all types of media and all types of organisations. They are multi award winning, with a track record for pushing boundaries in their specialist fields. And our academics know a attributes and sticking to values that develop creativity and confidence in all types of learners.

Sales Tutor:

Rajni Birdi had worked in sales for 22 years before embarking as a senior tutor with Bauer Academy. She started her career with Northcliffe newspapers, followed by a role as Account Manager at Yell. Rajni then progressed into the world of radio where the creative led sell was the focus and she remained at GEM, an East Midlands regional radio station for 6 years. Rajni is able to offer expertise on many platforms within a sales environment.