



## Sales Executive Fast Track Course

**Aim:** to provide an overview of 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 two-day 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

#### *Day One:*

Looking at the Sales Cycle and breakdown the processes and to examine our behaviour in the world of Sales. Also an overview of market, customer and digital knowledge

- New techniques for time management
- To understand the importance of SMART goals – do we have goals in place?
- Communication – verbal and non-verbal ways of communications with clients/team
- Personality profiling – matching ourselves/clients/colleagues - RED, GREEN, YELLOW OR BLUE
- Resilience
- Market knowledge – to outline how the market may be segmented and how this affects your customers decisions
- Customer knowledge – what are macro /micro environments & purchasing motivations within the sales cycle
- Digital skills – understand how to use digital technology to aid the sales cycle.

#### *Day Two:*

How do we find new business, overcoming objections and how to make a winning presentation. Also to consider, negotiation techniques and closing the deal.

- 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
- What common objections do we come across – learning techniques to tackle these
- 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

Each delegate'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

Course 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 thing or two about education. They obsess about critical thinking, deep learning, transferable attributes and sticking to values that develop creativity and confidence in all types of learners.

### **Sales Executive 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.