

EDUCATE

FIRESTARTER



Academy

Training Course

BETTER BUSINESS DEVELOPMENT

Learn how to become better at selling, with the fundamental skills, tools and processes you need to improve your sales performance.

firestartersolutions.co.uk

BETTER BUSINESS DEVELOPMENT

Learn how to become better at selling with our 'Better Business Development' course from the Firestarter Academy. With 5 dedicated modules and a combination of group learning and 1:1 sessions, we'll that will take you through the essential stages in the sales process and teach the fundamental skills you need to improve your sales performance.

THE COURSE MODULES

MODULE 1

Really making pain-point selling work for you

People buy because they have a need, a pain – you have to always start here. This is the secret to empathy and persuasion. We start by focusing on the simple steps of identifying common pain-points and then building a whole sales approach around them.

MODULE 2

Account Development Planning – A structured approach

The actions you proactively take will directly influence the outcomes of your account management planning and financial results – but you need a practical and structured method for achieving this. We will create a bespoke account management process that is fit for purpose for each setting, then embed rhythm and rigour around actually 'doing it' every day.

MODULE 3

Managing your 'sales meetings' effectively

Understanding the principle of 'the golden hour' and knowing when it is 'your moment' is key to ensuring you control and run your conversations to get maximum returns. We will run through several meeting scenarios and establish a 'muscle memory' best practice approach to ensure that you recognise key signals and get the best results every time.

MODULE 4

Real-life pipeline management

People often have a tendency to make this too complicated and/or do not embed discipline that drives sales results. We will introduce a method of 'zonal' pipeline management, and help you to understand how to use it in order to manage prospects through your pipeline effectively and drive sales conversions.

MODULE 5

Building a perfect sales toolkit

Rarely do sales people have all the tools they need to do their job effectively, but in reality what you really need is quite simple. We will help you build an 'emergency' sales tool kit and a 'go forward' sales toolkit, clearly explaining and helping you to understand the difference between actually selling and getting ready to sell – a trap that many sales people often fall into.

WHO IS THIS COURSE FOR?

Better Business Development is ideal for anyone with a 'sales' responsibility within their organisation:

- Sales Executives and business development managers
- New starters, old hands
- Business Owners (who have to sell, but it's not their main skill)
- Account managers looking to get better returns from existing customers
- Anyone looking for new rigour in how they approach business development, either for themselves or their team.

COURSE STRUCTURE

The course takes five weeks to complete all 5 modules and includes over 10 hours of training content. This comprises of 5 x weekly group sessions with 6-10 people in each cohort and two 1:1 sessions for each delegate. The 1:1 sessions are scheduled for the mid-point of the course and a final roundup at the end where we review key learnings and set actions for you to take back and implement in your daily working life.

All sessions are conducted remotely via Zoom, with a combination of lecture and practical activity, either individually or within your groups. All course materials and tools are provided and you are also presented with a Certificate of Achievement at the end of the course.

WHAT DO YOU GET?

5 in-depth modules over 5 weeks, a combination of group training and 1:1 sessions with all course materials provided.

Real-life training, using a combination of lecture and practical activities with tailored content that's easy to understand and relevant to your business.

A **best practice** approach to delivering results, with tried and tested tools and processes developed from many years' experience.

The opportunity to **interact with peers and experts**, with small group sessions designed to drive learning, experimentation and confidence.

A clear sense of progress and achievement, with **empowering and practical sales strategies** that you can implement immediately in your day to day life.

COURSE PRICING

Our standard pricing structure for this course (including all 5 modules and 1:1 sessions) is **£975 (+VAT)** per person.

Discount Offers

For 2 or more delegates who wish to attend from the same organisation, we will apply a **20% discount** for each subsequent delegate.

We are keen to support the training and development of younger people, so are offering a **40% discount** for delegates under 26 years old*.

* The group discount does not apply if this option is taken.

We will also offer a **25% discount** for early bird bookings on top of other available discounts if booked by a specific date (as highlighted on the website)


HOW TO BOOK YOUR PLACE

Simply visit our website at www.firestartersolutions.co.uk and select the course date you would like to book. Then follow the online booking process to confirm your place. We will send you an email confirmation including your booking reference and instructions for joining the first online group session.

COMMENTS FROM PREVIOUS DELEGATES



“ Thank you for delivering empowering and practical sales strategies that I have neglected in recent times. I have had a lot of sales training over the years but this is on a different level in the way you have brought all the elements together to provide a sales bible for life. ”



“ The training course was very interactive and insightful. The one-to-one sessions were very useful. I met a lot of like-minded professionals who have made the experience even better by sharing their personal tips and tricks. ”

FREE TASTER SESSIONS

For each of our primary academy courses, we run regular free introductory sessions that provide an overview of the course content. These one hour introductory sessions are effectively a free hour of training, providing an opportunity to learn some key principles from each of the modules included in each course. There is absolutely NO OBLIGATION to continue and subscribe to the full course following the introduction, but will help you to understand the value of attending for your business. To register for updates and be the first to find out about upcoming taster sessions, please visit our website.

Firestarter Business Solutions Limited
Cheltenham Film & Photographic Studios
Hatherley Lane, Cheltenham
GL51 6PN

+44 (0) 844 318 7531
firestartersolutions.co.uk