

Only for South West Manufacturers

Lean Sales Programme



**Clevedon, North Somerset,
BS21 6UP**



4 workshop sessions:

**October 2nd, 16th, 30th
November 12th**

+ 2 'one-to-one' coaching sessions



Director and Sales Specialists

How many new clients have you acquired in the last six months? How many big contracts have you won? How many have you lost and do you know why?

£1500 ^{+VAT}
per delegate of SME

Excellent value for money
includes lunch and
refreshments

BOOK ONLINE NOW
Places are limited



South West Manufacturing Advisory Service

The trusted provider of advice and hands-on support for manufacturers aiming to achieve sustainable success

Gain the MAS advantage
0845 608 3838
www.swmas.co.uk

south west
mas
BERR manufacturing advisory service

During this 6 session programme
(4 workshop sessions and 2 individual one-to-one sessions) we will introduce you to:

- Waste spotting and value appreciation within the sales process
- Applying lean techniques within the office and 'in the field'
- Lean business development: finding and winning orders
- Lean in the sales order process: why this is vital for today's SME
- The four workshops cover:

Suspecting – Market development skills

Prospecting – Qualifying & developing prospects

Negotiating – Enticing prospects to buy

Value adding – Retaining clients



Don't take our word for it:

With the involvement of our management team through the whole process we have ensured total buy in to our objectives. We clearly still have a lot of work to do, but most importantly we know exactly what needs doing.

**David Pedley, Chairman,
The Great Western Packaging Co**

Gain the MAS advantage
0845 608 3838
www.swmas.co.uk



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Workshop 1 Suspecting – Market development skills

Conducted in a flexible, facilitated format, and includes:

- How to target suspects
- Market development techniques
- Capturing important knowledge to aid the filtering process
- Use of the 'funnel model' and other tools for creating an effective process (including CRM systems)
- The concept of 'Fit' when selecting suspects to become prospects

Outputs

Adopting a process for identifying prospects that 'fit'

Workshop 2 Prospecting – Qualifying & developing prospects

Focussed on being a success in prospecting, and includes:

- Putting the concept of 'Fit' into practice
- A practical system for keeping on top of the prospecting process
- 'Keeping it fresh' and finding good reasons to keep in touch with prospective clients
- Customer journey mapping
- The concept of 'Early adopters' and 'Laggards' and why it's important to know
- Agreeing 'best practice' for your organisation
- Use of Lean principles to explore 'waste' reduction for improved efficiency, effectiveness and good time management

Outputs

Learning tools and techniques for taking prospects from 'cool' to 'hot' and how to keep prospects engaged while they are 'being courted'

Workshop 3 Negotiating – Enticing prospects to buy

Conducted in a safe environment, through facilitated discussion and includes:

- Negotiating – enjoying and succeeding in the negotiation process
- Consultative selling techniques – using the 'killer' question
- Questioning types, methods and skills
- The '6 P's' for overcoming objections & creating desire
- Proposal writing

Outputs

Practicing negotiating and questioning to learn or hone skills

Workshop 4 Value adding – Retaining clients

Focussed on your company's and your own performance, and includes:

- Understanding the difference between a customer and a client
- How to discover 'value' in the sales process
- Diamond vs bow-tie relationships
- New ways and ideas for 'going the extra mile' with customers
- Advice from leaders in the field
- Knowledge of 'best practice' from experts in the field
- Agreeing the benefit of KPI's in the selling process
- Setting appropriate KPI's to drive performance
- Exploring the role that you play in the sales process
- How to have a positive mental attitude (P.M.A.)

Outputs

Being aware of approaches, tools and techniques for discovering value; and by so doing, be better equipped to satisfy client needs on an on-going basis

South West Manufacturing Advisory Service (MAS) is run by manufacturers for manufacturers and is dedicated to providing companies in the South West with the best available information and advice. Offering Free or subsidised hands-on support from manufacturing specialists, South West MAS is focused on securing the future of manufacturing in the region by helping manufacturing businesses improve productivity, reduce waste and compete more effectively in the marketplace. www.swmas.co.uk



Book Online for this programme
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Select [BOOK NOW](#)

Important – Please Read:

- Who should attend? Manufacturing directors experiencing market changes in their business; manufacturing managers who are growing their knowledge of the sales process, and manufacturing sales specialists who want to increase their practical skills for dealing with today's customers and prospective customers
- Places may be limited to two per company
- Pre-registration is essential
- When registering to attend, please advise of any access or dietary requirements
- Once registered, map/directions will be sent out a week before the first workshop
- Full terms and conditions are available on the website at time of booking
- South West MAS reserve the right to refuse registration
- Payment for this programme must be made prior to the start date
- Helpdesk **0845 608 3838**

The cost per delegate is:
£1,500 + VAT for SMEs
(0-250 employees on site)

LEs – price available on request

Sessions will be held at:
West of England Aerospace Forum (WEAF),
Unit E, St David's Court, Windmill Road,
Clevedon, North Somerset, BS21 6UP

on the following dates:

Thursday 2nd October 2008
Thursday 16th October 2008
Thursday 30th October 2008
Wednesday 12th November 2008

**PASS
IT ON**

**Not for
you?** Then
invite others
along
instead or
put it on
your notice
board.