



Deakon

TM

2020/21

Public Access / Corporate Workshops

Executive Overview

Executive Overview

The purpose of the following document is to provide Senior Executives & Sales Managers with a high level overview of the Sales Training Workshops available from Deakon Pty Ltd and a very clear understanding of the business benefits your organization will gain.

Included is a brief Company Profile, Overview of the Sales Training Course (Fear- The Art of Selling®) covering both Public Access & Corporate Workshops formats and reasons why we believe you should select Deakon as your preferred partner for training your sales team and support staff.

Within the document are each of the eight (8) sales training unit's Table of Contents (TOC) sheets that index the entire programme which consists of over five hundred (500) pages of material and thirty-two (32) contact hours. Sample pages have also been inserted to demonstrate different types of learning aides used throughout the Participant Notes & Workbooks such as templates, scripts, sample letters, checklists and detailed role plays.

The final section of the Executive Overview focuses on Goals & Objectives, Leadership, Competency Mapping and Learning Outcomes.

Company Profile



What we do?

■ Sales Training

Are you looking for a practical sales training programme for yourself, or for your sales team that focuses on NEW Business Development, Investigation & Closing Skills?

Deakon offer both Public Access & Corporate Workshop in Melbourne, Sydney & Brisbane.

■ Coaching

Working together with professional salespeople, Deakon take the time to understand each individual's unique selling style, strengths and weaknesses. We then provide practical advice, selling tools, techniques and tips to produce the breakthrough results you are looking for.

■ Consulting

No matter how large or small your organisation is, our sales management consulting services will provide you with an opportunity to gain the advantage of years of sales management experience.

■ Testing (Psychometric)

Deakon can undertake Psychometric Testing on potential new starters as part of the recruitment phase or your existing team to identify which of your salespeople need training, in what areas and how best to manage & motivate each individual.

Clients

Deakon exists for and because of our clients. Working together, we help them increase productivity & profits, enhance customer loyalty, decrease staff turnover and improve self-management within the sales team.



Who we are?

We believe that account managers are born but hunters are made. That's why Deakon was established in 2005 to focus on improving the NEW Business Development, Investigation & Closing Skills of sales professionals.

We employ a team of highly successful Business Development Managers to deliver our services and Organisational Psychologists to assist with programme development, each with over 15 years of experience and recognised as experts in their field.

Our purpose is to increase our client's productivity & profits, enhance customer loyalty, decrease staff turnover and improve self-management within the sales team.

We accomplish these measurable improvements by providing a range of professional services including Sales Training, Coaching, Consulting and Psychometric Testing.

Deakon are proud of our reputation in the market and the impressive results we deliver to our clients.

Tim Williams
Managing Director
Deakon Pty Ltd.

Sales Training



Fear – The Art of Selling®

This comprehensive sales training programme is the culmination of seven hundred hours of development and designed specifically for sales professionals and organizations that want to grow their existing client base and increase revenues.

The material presented provides a repeatable process to identify, investigate, develop, negotiate and close new business opportunities.

Who Should Attend?

- Sales Professionals
- Sales Managers
- Support Staff

Length of Programme

Fear – The Art of Selling® is delivered over eight (8) half day weekly sessions or two by two full day sessions. Class sizes are limited to small groups of 12-16 participants to maximise the learning experience and encourage equal participation by everyone attending the programme.

Value to Our Clients

- Grow sales pipeline
- Increase gross revenue
- Produce more consistent sales numbers
- Improve profitability (minimize price erosion)
- Maximize deal size
- Improve competitive win-rate

Participants Will Learn How To

- Identify the unique characteristics of prospects who are truly predisposed to buy from them.
- Clearly define and articulate value statements that communicate the tangible & in-tangible business benefits their product, service or solution delivers to a prospect.
- Write prospecting / introduction letters that focus on specific members of the DMU and will prompt a positive response.
- Make a friend of the gatekeepers to get connected to the right person.
- Employ effective cold-calling techniques to turn rejection into a positive outcome.
- Leave voicemail messages that trigger recipients to return the call.
- Identify a prospect's preferred learning style and use specific sales techniques to communicate more effectively with them.
- Become a better listener and use non-verbal communication techniques to speed up the rapport building process.
- Set clear objectives for a sales call and qualify if a prospect is truly predisposed to buy from you.
- Use proven questioning techniques to uncover needs / problems, highlight their seriousness and turn them into action items.
- Demonstrate value to a prospect and obtain commitment to advance the sale.
- Use advanced negotiation principles & tactics to achieve set goals.
- Limit objections from arising and defend any that do with confidence.
- Quickly build a sales funnel and close more sales.

Public Access Workshops

Public Access Workshops

Deakin run a popular series of Public Access Workshops throughout the year which are attended by salespeople from different organisations.

They are aimed at individuals who wish to develop their sales skills, or companies who have a specific need to train one, or more people, but who don't wish to run the training course in-house.

This is the most cost-effective way of training individuals and small groups and gives delegates the opportunity to mix with and learn from others who sell in different industries.

Who Will Benefit?

Fear – The Art of Selling® was designed for sales professionals from companies of all sizes and benefits those most who:

- Work in a B2B sales environment
- Are involved in major or complex sales
- Want to differentiate themselves from the competition
- Are looking for practical advice
- Want to sell on value and not on price alone
- Want to stop cold calling forever

Advantages of Public Access Workshops

There are many advantages to attending a public access workshop including:

- Cost effective for individuals and small groups
- Network with salespeople from different organisations
- Minimum impact on selling time
- Flexibility in scheduling

Attending a public access workshop is also an ideal way to preview Fear – The Art of Selling® before you roll the programme out through your entire organization.

Why Should You Invest Your Time To Attend?

Ans. Simply because it works!

We developed Fear – The Art of Selling® to empower sales professionals with the tools needed to increase major sales results. You'll learn the same skills that we teach Australia's Fortune 500 companies.

Programme

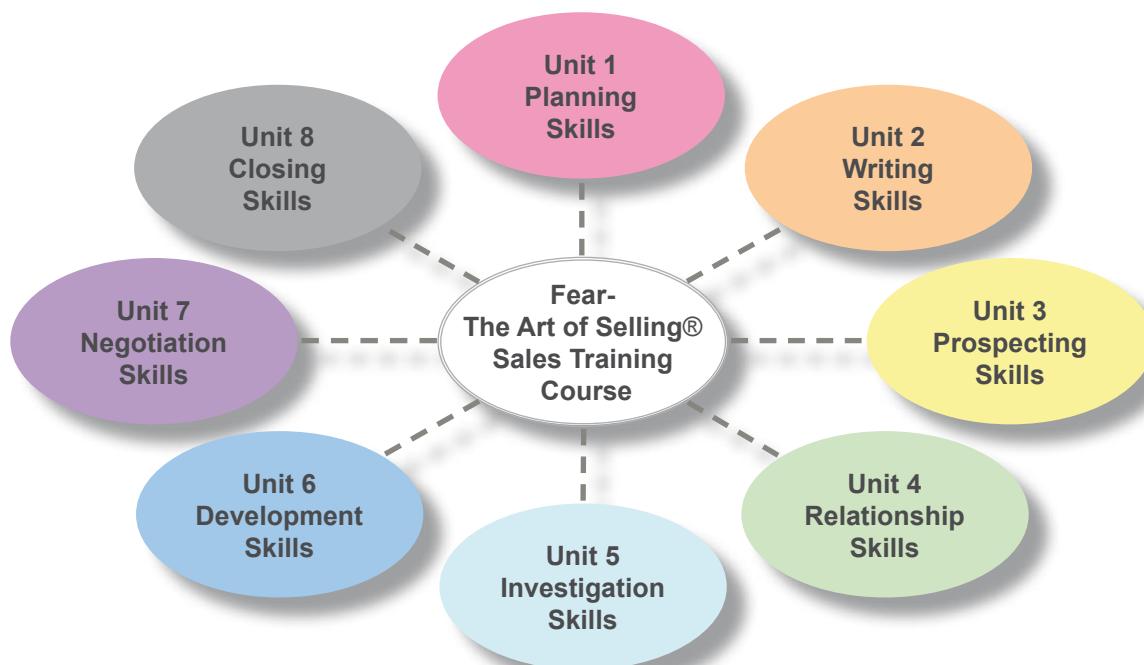
Each of the eight (8) units in the course leverages off the previous to build a practical knowledge base for sales professional to use in the field:

Fear – The Art of Selling® (8 x ½ Day sessions):

- | | |
|---------------------|----------------------|
| • Unit 1: B2B-S301A | Planning Skills |
| • Unit 2: B2B-S302A | Writing Skills |
| • Unit 3: B2B-S303A | Prospecting Skills |
| • Unit 4: B2B-S304A | Relationship Skills |
| • Unit 5: B2B-S305A | Investigation Skills |
| • Unit 6: B2B-S306A | Development Skills |
| • Unit 7: B2B-S307A | Negotiation Skills |
| • Unit 8: B2B-S308A | Closing Skills |

Dates

For dates, locations and details on how to register for one of Deakin's Public Access Workshops, visit our website at www.deakin.com.au and click on the events tab.



Corporate Workshops



Corporate Workshops

Deakon also run Corporate Workshops for larger teams of salespeople either on their own premises or at a suitable training venue of the organisation's choice.

The benefit of this training format is that you have greater control over aspects of the course material. Fear – The Art of Selling ® has been designed to cater for the training needs of most organizations however, Role Plays & Group Activities can be tailored to meet the specific needs of a team.

Feedback

One of the most frequent comments we receive from participants of our Public Access Workshops is that they wish that their boss and co-workers were going through the same experience with them. We have found that the greatest transformation in a sales team occurs when an entire department including support staff and management are also involved at the same time.

Involving an entire department is an excellent approach to ensure a deep and rapid impact within the organization. Every member of the team develops a synergy, new vocabulary and frame of reference to facilitate increased efficiency.

Conditions

Please note that a minimum of ten (10) participants per venue is required to conduct a Corporate Workshop and a period of four weeks notice to customize any aspects of the programme.

Programme

The course can be delivered over four consecutive days but to maximise the learning experience, we recommend that the option of two-by-two full day sessions be adopted.

Fear – The Art of Selling ® Part I (2 x Full Days) includes:

- Unit 1: B2B-S301A Planning Skills
- Unit 2: B2B-S302A Writing Skills
- Unit 3: B2B-S303A Prospecting Skills
- Unit 4: B2B-S304A Relationship Skills

Fear – The Art of Selling ® Part II (2 x Full Days) includes:

- Unit 5: B2B-S305A Investigation Skills
- Unit 6: B2B-S306A Development Skills
- Unit 7: B2B-S307A Negotiation Skills
- Unit 8: B2B-S308A Closing Skills

Why Choose Deakon?



Why choose Deakon?

What makes Deakon different from other sales training companies is that Deakon provides its clients with much more than keynote speeches or motivational "quick fix" sales seminars. We understand that memory can fade quickly even after the most inspiring seminars.

Immediately following - participants often "feel good" and plan to put into action the ideas they've just heard but within 48 hours most individuals can only remember a few one-liners, power phrases or acronyms. As a result, no permanent change occurs in their sales performance.

We deliver long-term sales training programmes that continually leverage off information provided in earlier sessions to gradually build up a participant's knowledge and to provide them with the opportunity to practice their newly acquired skills in a controlled environment. This ensures that every individual who attends one our public access or corporate workshops is thoroughly "trained" in the habits and techniques of the best salespeople.

Most importantly we provide students with practical sales tools & templates to use in their ongoing prospecting activities to reinforce what they have learnt.

There is a world of difference between the so-called "quick fix" training and the reinforcement training provided by Deakon. Effective training demands reinforcement which takes time to help individuals and companies make significant and lasting changes.

Having the opportunity to spend thirty plus hours face-to-face with some of Australia's most successful Business Development Managers is the key to our effectiveness.

Sales Training Guarantee

Our guarantee is very simple; we are committed to helping your sales team make a difference to your bottom line. Furthermore, we believe you're entitled to a good return on your training investment.

If our sales training workshop fails to meet reasonable expectations, we will do whatever it takes to correct the situation, including refunding 100% of our training fee.

We take the risk, so you don't have to; it doesn't get any simpler than that!

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"Since attending Fear - The Art of Selling last year, our sales team's performance has increased by an average of 22%."

K. Gardiner - National Sales Manager
SiegeWorks Int.

Getting Started

Getting Started

It has been our experience, and the experience of our clients that the first step in creating, implementing and then sustaining a "NEW Business Development - Sales Culture" is that it must have the full support and commitment of the senior management team. The best and simplest way for senior managers to become acquainted with our sales training programmes is to arrange for an on-site Executive Overview.

The Executive Overview is flexible & interactive, runs for approximately 25-30 min., provides senior management with a conceptual understanding of the training material and very clear understanding of the business benefits the organization will gain. This meeting is critical to ensure they are on board and understand the effort and commitment required to effectively implement change in the sales team.

*be the best
you can be...*

inspire

educate



empower



motivate



■ Sales Training ■ Coaching ■ Consulting ■ Testing

To arrange for an on-site Executive Overview or to speak to one of our consultants:



Deakon

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Unit 7 - Negotiation Skills

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VIP-Template (Part A)

Putting It All Together

Customer
Industry / Market Segment

Buying Pattern

How long have they been a client of yours?

What goods, services or solutions are you currently providing them or have done so in the past?

1.
2.
3.

Tangible Added Value / Business Benefit - Approver

Q1. What increases in revenue / profits were generated?

- a)
- b)
- c)

Q2. What reduction in expenses were made?

- a)
- b)
- c)

Q3. How much time was saved?

- a)
- b)
- c)

Q4. Were they able to use any less resources?

- a)
- b)
- c)

Part B

Dear
1st Name

Your - Product, Goods, Services or Solution

Three (3) of your best customers in this industry

For over years, we have provided
..... to
including ,
..... and
Our
.....
provides / delivers / offers Feature (AF²-Template)
b) Feature (AF²-Template)
c)
..... Feature (AF²-Template)
and Feature (AF²-Template)

Role Play # 2

Message

“It’s great to finally speak to you”

Salesperson: “Was the letter I sent to you last week that showed how

Your
VIP-Template
Impact Statement
(Short Version)

Choose ONLY one
(1) statement to use

“of interest to you ...” or
“touch on any of your current issues ...” or
“something you would like to explore further ...?”

Salesperson:

“....., One of the many ways we help our customers is through our monthly NEWS letter.”

“This gives them some great ideas on how to

Your
VIP-Template
Tangible / Intangible
Statements

“Would you like me to also email you a copy?”

Summary

- ❖ Customers buy from salespeople because they like, respect and most importantly trust them
- ❖ Buying decisions are based on both logic and emotion
- ❖ FEAR is a very powerful emotion and needs to be removed from the prospect's mind



- ❖ Communicating with visual, auditory & kinesthetic learners in their own mode of learning is an effective sales technique
- ❖ Only 20% of communication is fact (verbal) with the other 80% being emotional (non verbal)
- ❖ Super salespeople are able to match & mirror their client's movements which allows them to build a high level of rapport and make selling seem effortless!
- ❖ Once two people are in high rapport, they will do almost anything to maintain it!

Investigate Needs**Script #2**

Feedback

Q-Selling®**Customer****What are your objectives?**

1.
2.
3.

What facts, figures & background information do you need?

Prospect: We have an add-hoc maintenance contract that covers all that.

Seller: Do you mind if I ask you what you are paying in maintenance costs each year?

Prospect: Look I can't really tell you that exact figure, but it works out to be about \$250.00 each time we make a change to the system

Seller: How many changes a year would you estimate that you make?

Prospect: I guess it could be up to 40, we have a lot of staff turn over in the call centre.

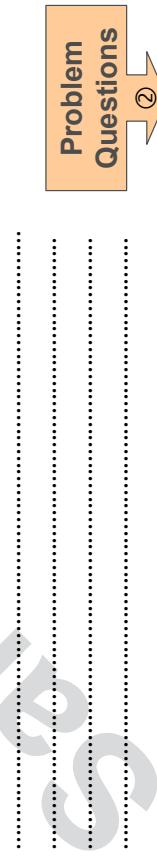
Seller: So you are really looking at an average of \$10,000.00 in add-hoc maintenance fees a year.

Prospect: Well yes ... (Pause) ... I never really thought about it that way, it certainly adds up. You can also never get those guys from AverageTEL to come out here when you want them to either.

Seller: What about your interstate branch offices; are they all inter-connected to the ACME 2000 PABX?

Prospect: No, we are still making STD (*Subscriber Trunk Dialing*) calls to our interstate branch offices, but it is something that might be worth looking into.

Seller: We were in the same situation 4 years ago and were paying \$12,000.00 in STD call charges....

**What concerns, issues & dissatisfaction do you want to raise?****How would you highlight the seriousness of the situation?**

-
-
-
-
-
-

Tools

Preparation Checklist (Part A)

Questions to ask prior to entering into negotiations

Objectives

- ❖ What are my objectives?
- ❖ Which of my objectives would I like to achieve, intend to achieve and must achieve?
- ❖ What options would be acceptable to me?
- ❖ What are the other sides objectives likely to be?

Information

- ❖ What information do I need to know about this negotiation?
- ❖ What information does the other side need to find out?
- ❖ What information does each side have that will influence the outcome of the negotiation?

Concessions

- ❖ What is the best deal I could realistically achieve in this negotiation?
- ❖ What is the likely outcome of the negotiation?
- ❖ What is the limit of my authority?
- ❖ At what point should I walk away?
- ❖ What concessions are available to me, what is the cost of each concession and what value does each concession have to either side?

Role Play # 1 (Preliminary Meeting)

Seller Brief

- Salesperson (BDM)
- Sales manager (National)
- You both work for Asset Track Software (ATS)
- Founded in 1997, ATS is the leading IT Asset Management Software company in Australia & NZ with an installed base of over 1,500 clients.
- ATS have been actively targeting local Councils and Douglas City Council has finally agreed to meet with you and your sales manager.
- Today you will be meeting with their IT manager and Help Desk Coordinator to have a preliminary discussion.

- You have two (2) objectives:

 1. Uncover any needs / problems and develop them into action items.
 2. Schedule a joint site visit to one of your existing clients (Banksia City Council) to help advance the sale

IMPORTANT!

- 1. You are not to discuss pricing at this early stage in the sales process.
- 2. After uncovering the prospect's needs / problems and turning them into action items by using **emotional & logical** questions, **demonstrate the value in your solution** before asking a leading question to achieve your 2nd objective.

Note:

Use the following Features, Advantages & Business Benefits (Primary focus)

Sales Training Benefits



Goals & Objectives

Deakon believe, to be effective, a sales training programme needs to help companies achieve the following four (4) goals & objectives:

1. Increase productivity and profits

The sales team's primary role is to deliver results and the best way to do this is to enhance their NEW Business Development & Closing skills.

“The fastest money you will ever make is when you are negotiating!”

2. Enhance customer loyalty

Your product, service or solution can be best in the market but without excellent customer relations, your long-term prospects are weak.

3. Decrease staff turnover

If you recruit good people and provide ongoing personal development, they will be productive and loyal; invest money where it will have the greatest impact.

4. Improve self-managed within the sales team

A well trained sales team works from an ingrained sense of focus and purpose, requiring less management.

Leadership

The strongest sales teams all seem to have one element in common; they have the full support and personal commitment of the senior management team to provide them with professional training and in-house support. They don't view sales training as an expense but as an investment in their staff and the company's long term future.

According to the results from a recent American Society for Training and Development survey, making sure that employee learning is having an impact on business results is at the forefront of many Senior Executives' & Sales Managers minds.

When asked to pick their top three most-pressing issues in relation to training, 67% said that establishing a link between learning and organizational performance was number one. 53% said developing the employee skills needed to drive corporate initiatives is also a top concern, while 49% said they need to establish a return on investment for training initiatives.

**Source: American Society for Training and Development
IBM Survey of 174 executives**

What these survey results indicate is that companies need and want to ensure that employee learning is having a direct impact on business results.

It has often been said that you can manage assets but you have to lead people, this is especially true with the salesforce.

Tools

Competency Mapping

The various components of our sales training course 'Fear - The Art of Selling' have been mapped across to a number of important core competencies. The sales course's components are also reinforced through effective adult learning techniques including role play activities, templates, scripts and a range of interactive class activities.

See attached:

Learning Outcomes

For a more detailed outline of the learning outcomes that you can expect to achieve by attending our sales training program, please refer to the following document - Fear – The Art of Selling® / Module 1 – 8 Learning Outcomes

See attached:

Next Step ...

Complete the attached registration form and start reaping the rewards of your investment:



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