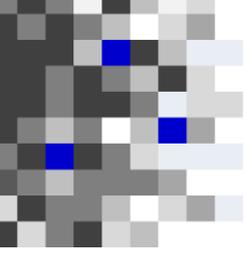


*Les Haswell*  
CONSULTING

# Advanced Selling & Business Development Techniques

This workshop is designed to initially look at the fundamentals of selling and then to build on the delegate's core selling skills and to introduce more advanced sales concepts. It helps to analyse more in depth how behaviour impacts on the way customers buy and to establish ways of identifying the customer preferences and converting them into solutions those customers will see benefit in buying.

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This workshop is designed to initially look at some of the basics again and then to build on the delegate's core selling skills and to introduce more advanced sales concepts. To analyse in more depth how behavior impacts on the way customers buy and to establish ways of identifying the customer preferences and converting them into solutions those customers will see benefit in buying.

The workshop uses tools such as Pareto, Porter's 5 forces and others, some of which are normally used for analyzing other business problems but which will be modified and used for looking at sales related issues

The workshop is interactive with a great deal of delegate participation, suitable for experienced salespeople and managers who are responsible for major accounts, or who would benefit from further development of their sales skills.

## **WORKSHOP OBJECTIVES**

By the end of this workshop the delegates will be able to:

- Understand tools that can be used to develop an understanding of the customer's motivational drivers and aspirations
- Demonstrate how to build rapport with a wide variety of customers
- Match product/service solutions to customers individual needs and buying styles
- Demonstrate how to gain commitment to the next step

## **FREE TAKAWAYS**

Well used business tools with a sales emphasis

## DAY 1

### 08.30 - 09.00 REGISTRATION

#### ICE BREAKER & INTRODUCTIONS

Delegates will take time to introduce themselves and to “get to know” each other. They will have the opportunity to set out their personal objectives for the course.

#### MARKET STRATEGY

Choosing our market

- ✓ Targeting
- ✓ **Group Work** - Practical exercise on market prioritisation

### 10.40– 11.00 MORNING BREAK & NETWORKING

#### UNDERSTANDING OUR MARKET

Porter’s 5 Forces

Pareto

- ✓ Gain an understanding
- ✓ **Group Work** - Practical exercise on market analysis

### 12.45 – 14.00 LUNCHEON

#### THE SUPPLY CHAIN EFFECT

Internal Supply Chain

- ✓ Who else in my business can help me

External Supply Chain

- ✓ How can I add value to my client
- ✓ Thinking like your client

#### BASICS OF SELLING

Who are we selling to – Understanding our clients

What are we selling – Features & Benefits

Why are we selling – Getting to know our clients’ needs

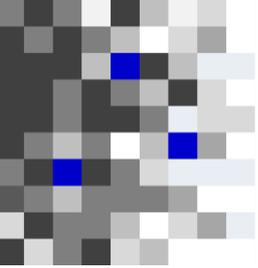
### 15.30 – 15.50 REFRESHMENTS & NETWORKING BREAK

#### MAKING CONTACT

We have the technology – do we know how to use it?

- ✓ Cold Calling
- ✓ Warm Calling
- ✓ Hot Leads

### 17.00 – END OF DAY 1



## DAY 2

### 08.30 - 09.00 REGISTRATION

#### ICE BREAKER

Delegates will take time to introduce themselves and to “get to know” each other a bit better

#### ENGAGING THE CLIENT

Eyes, ears, mouth

- ✓ The Salesman greatest assets – how do we use them?
- ✓ **GROUP WORK** – How good are your listening skills?

### 10.40– 11.00 MORNING BREAK & NETWORKING

#### COMMUNICATION SKILLS

Opening doors  
Client interaction at different levels  
Every day situations  
Dealing with difficult clients

### 12.45 – 14.00 LUNCHEON

#### MANAGING CLIENT RELATIONSHIPS

Building trust  
CRMs

#### CHANGE MANGEMENT

When the status quo is not an option

### 15.30 – 15.50 REFRESHMENTS & NETWORKING BREAK

#### GROUP WORK

The group will work on case study with objectives  
Based on the course content

### 17.00 – END OF WORKSHOP



## ABOUT YOUR COURSE FACILITATOR

Les Haswell is the Managing Director of Les Haswell Consulting which provides support, consultancy & training services in improving the processes for sales, marketing, business development, business processes and supply chain management. He is a proven salesman, business developer and relationship builder with a track record of success stretching back for around 30 years.

Much of Les's work over the past 12 years has been geared towards assisting businesses to do more business, more competitively in new overseas markets. He has been providing consultancy and event management services to the Oil & Gas industry as well as UK and Norwegian government agencies. He set up and managed the Energy Industries Council office in Aberdeen before joining LOGIC as a Supply Chain Management Advisor. Les worked as part of a team set up by a joint government/industry test force to look at competitiveness within the industry and ran workshops and in-company assessments as well as industry events

Les's knowledge of the Oil & Gas sector has been gained by working in the sector for almost 30 years. Over that period, Les has undertaken a number of roles in the areas of, Sales, Business Development, Business Process Improvement, Supply Chain Management and Internationalization. Having served an engineering apprenticeship in the aviation industry, Les embarked on a career in sales. Les worked initially with Dexion Ltd where he received his first formal sales training and eventually began selling into the Oil & Gas industry, initially downstream and latterly more focused on the upstream sector. He has had experience of selling to international oil companies and EPC contractors in the UK, Europe, USA, Middle East, Mexico, Venezuela, Brazil, North Africa and the Caspian Region.

Les's business development and sales experience to date includes working in the areas of:

- Process Control Systems
- Pipeline Management Systems
- Management Information Systems
- Technical Documentation
- Maintenance Management
- Competency & Training

Papers that Les has presented in various conferences include the following topics:

- Introduction to Supply Chain Management
- Strategic Business Development
- Best Practice Procurement of Offshore Inspection
- New Markets, New Ways

Les is a people person – he believes passionately that people buy from people and that on that basis, people should sell to people. His sales training material reflects this with a strong emphasis on client/supplier interaction and building long term relationships.