



Introduction

Wednesday 24th April saw the cohort launch day for the inaugural TTF Essential Foundations of Sales Management programme at the Holiday Inn in Coventry. The day was launched with a video briefing from Dave Hopkins which helped fire up all the delegates, for a busy and productive day ahead.

Delegates objectives for the programme

- To increase my ability to spot opportunities for growth and future accounts.
- To become more commercially astute
- To be more relaxed and efficient sales manager
- Learn more about buying signs and building relationships over the telephone with lapsed accounts



- Greater understanding of becoming more within my sales role.
- To progress into an area sales manager role
- To support my colleagues when needed
- Become more confident within selling face2face and verbally
- Help on the pro-active and cold calling side of my job
- Development of my management and leadership skills
- More understanding of best practice for managing lapsed/dormant accounts
- Build my confidence as a salesman to gain experience and learn sales techniques and etiquette
- Improve both my conversation rate and my ability to overturn objectives
- Build and gain further knowledge by exploring and learning new sales strategies and techniques
- Broaden my skills and knowledge to better understand the needs of the timber trade
- Plan and prepare for customer meetings and sales pitches and improve my delivery of presentations

Secrets of Successful Sales

Alison Edgar provided all delegates with a copy of her book upon arrival, saying...

"One of the things I work with companies on is Intrapreneurship, this encourages team members to look at sales and customer service as if it was their own business. This fits perfectly into Sue's ethos for the programme and will ensure long lasting results. It is a pleasure to be involved."

The e-learning modules will provide an in-depth approach to managing a portfolio.



“ Growing the Use of Wood' is central to the TTF's mission. To do this effectively we need to develop the skills and abilities of those involved in the supply chain. 'Essential Foundations of Sales Management' is perfect in helping us to achieve our aim. Delegates become leaders, enabling them to drive their businesses forward. A perfect investment for any size of business.

David Hopkins, MD Timber Trade Federation

Induction Workshop Topics

Essential Sales Induction – One Day	
<ul style="list-style-type: none">• The Timber Federation Welcome<ul style="list-style-type: none">◦ Strategy Growth Sales in the Timber Industry◦ Your Sales Roadmap to ISM recognition◦ Meet the Team• TTF Academy Learning Management System<ul style="list-style-type: none">◦ Overview◦ E-learning modules◦ Personal Development Plan◦ 1-2-1 Coaching• My Sales Charter<ul style="list-style-type: none">◦ It's All About Me◦ My sales goal is...• Sales Tactics Toolkit<ul style="list-style-type: none">◦ Customer Focus◦ Knowledge and Skills◦ Networking◦ Results Focus◦ Selling Skills◦ Listening and Communication◦ Teamwork◦ Social Media Marketing	<ul style="list-style-type: none">• Buying Signals Relating to Others<ul style="list-style-type: none">◦ Expressive Yellows◦ Analytical Blues◦ Amicable Greens◦ Driver Reds◦ Actions required◦ Approach to decision making◦ Secrets of Successful Sales ©• Project 1 – Customer, Competitor Analysis and Social Media Brief<ul style="list-style-type: none">◦ Principles to managing a project• Explored how to find the right balance to help manage stress in your business and personal lives• Sales Charter Action<ul style="list-style-type: none">◦ S.M.A.R.T Plan

All delegates were provided with a structured development folder.



TTF Academy Learning Management System

Mark Parrish from Cortexa was on hand to run through the TTF (online) Academy – this included the Sales Foundation course content as well as how to upload files to the Evidence folder. Delegates took a ‘hands-on’ approach and uploaded their “It’s All About Me” presentations to the site.



The TTF (online) Academy will be a key source of information as well as modules what require completing as part of the Essential Foundations of Sales Management curriculum.

The Forum will enable everyone to communicate on hot topics and points of reference for their scheme Projects.



SALES DASHBOARD



Development Uniqueness

Delegates also created and maintained a Sales Dashboard Flipchart which captured key learnings from the workshop including Learning Styles, It’s All About Me Presentation Feedback and their self assessment of their Style Relating to Other plus the Stress in Sales Toolkit.

Sales Tactic - Competency Ratings

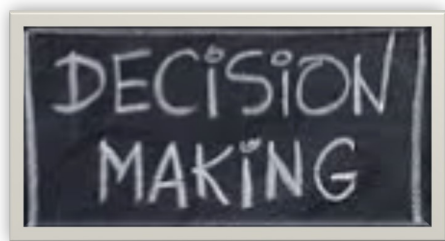
To launch your enrolment onto the TTF Essential Foundations of Sales Management you all completed the on-line Sales Tactic Questionnaire. The questionnaire consisted of 8 competencies, each with 10 questions.

Each question within the sales tactics asked you to rate your current knowledge and experience against the rating scale:

The entire blended learning programme has been designed to give you the skills, knowledge and tools to achieve a 'Competent' level of knowledge.

Within the feedback report, delegates were asked to look at their 5 top strengths and their 5 development areas.

The Sales tactics wheel results have been uploaded onto the LMS



Style Relating to Others

Delegates were asked to 'Chalk Up' what influences them in making a decision which included...

- Packaging
- Price
- Need
- Necessity/Availability
- Relationship
- Use

Then they were provided with an overview of the four different behavioural styles used in buying, how these influence decision making and how they can manage the four different buying behaviours in a sales opportunity.

By walking round the mat they stood by the characteristics that best represented them and then were asked to complete the questionnaire to establish their own style. They then populated the results on their Sales Dashboard.



Project Overview

During the Induction the delegates were provided with a copy of the Project One brief and supportive documentation and templates. Delegates will be presenting their project one results to Sue Reed on a 1-2-1 basis before the Selling & Me Workshop.

Stress In Sales

In attendance on day 1 was Astrid Ennis from Starr Works People Development, delivering her Stress in Sales – Finding the Balance workshop.

Stress is widely accepted as part of the everyday roles as salespeople and as our lives are getting more and more demanding, we don't often take the time to check in with ourselves. Feeling a rush of adrenaline and endorphins when a major deal is won provides a temporary feeling of elation and drives us on to close the next opportunity. But when the level of pressure we experience has a negative impact on us this is the time to ensure we have the right balance in place.

During this interactive session the delegates discovered the difference between positive and negative stress and understood how to use tips and techniques to create the right balance and manage their levels of stress in their professional and personal lives.



Delegates Poster Feedback and Key Takeaways

Delegates created a series of posters to summarise the induction day and show what their key takeaways were.



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“An excellent session that really helped me look deeper into the workings of sales and better adapt my approach towards each customer.

Sue was a fantastic tutor who really brought the session to life by engaging the class and giving us supportive feedback where needed – it's a great opportunity to meet other students from across the trade too!

Callum Pollard - Management Trainee, Brooks Bros