

The Hunter Sales Programme for SMEs



Apply a proven approach to increase sales in
your company. Immediately.

THE HUNTER SALES PROGRAMME FOR SMEs

One Programme with Two Streams for Two Important Roles

TARGET AUDIENCE

This unique programme is aimed at both **SME SENIOR MANAGERS** and **SALES SUPERVISORS** as it takes a two-pronged approach. Each group will receive tailored support to ensure they complete the programme with increased knowledge and skills.

PROGRAMME GOALS

Senior Managers

- Develop a comprehensive plan to drive sales
- Receive feedback and input from other managers and qualified facilitators to ensure your plan stacks up
- Determine ways to effectively manage your team, motivating individuals to achieve greater results

Sales Supervisors

- Eliminate poor habits that are holding you back from being successful
- Apply a proven, systematic approach to selling
- Demonstrate your skills and receive feedback to determine what you can do to improve your effectiveness
- Walk away with a clear sales plan to build the skills of your sales team

STRUCTURE

MANAGERS	SUPERVISORS
January: Tuesday, 13 th Tuesday, 27 th	January: Tuesday, 13 th Wednesday, 28 th
February: Tuesday, 10 th	February: Wednesday, 11 th Wednesday, 25 th
March: Tuesday, 3 rd	March: Tuesday, 3 rd

- This programme is certified by FETAC (Level 6).

PROGRAMME COST

As part of the strategic alliance between FÁS and Chamber Business School - the training division of Chambers Ireland - Micro, Small and Medium-sized Enterprises (SMEs) who wish to train personnel as 'The Hunter Sales Programme' practitioners will have the opportunity to avail of 50% funding allocated under the alliance. The cost to your business for this programme will be €1,000 per manager and €1,250 per supervisor.

This programme is funded by FÁS through its "Training for People in Employment Programme" which has the general objective of increasing knowledge, skill and competencies of the workforce in Ireland.

ABOUT CHAMBER BUSINESS SCHOOL

Chamber Business School is a dynamic training organisation with a passionate commitment to increasing business productivity, profitability and competitiveness by developing the critical skills required to cope with the ever increasing demands of work. The Chamber Business School is the training division of Chambers Ireland. It is one of the largest private sector facilitators of training in Ireland. Chambers Ireland is Ireland's largest business organisation with 60 member chambers representing over 13,000 businesses on the island of Ireland.

"We have been extremely satisfied with the work we have done with LEAP. Sales targets are now being consistently achieved by each member of the Sales Team and overall sales increased by 23% last month alone."

Adrienne Hickey, Irish Aggregates (Munster) Ltd

PROGRAMME OVERVIEW

WORKSHOP 1: FOUNDATION

SENIOR MANAGERS & SALES SUPERVISORS

- **Understand your customer:** determine the 20% of your customers who provide you with 80% of your revenue, move away from unprofitable customers, assess why you are currently winning business and why you are losing business
- **Understand your competitors:** what differentiates you from your competitors, how do you become "easy to buy"
- **Understand your market place:** assess your market place (is it growing or contracting?) and determine trends
- **Target your market:** target marketing characterization, determine your "CLAIM" communicate your message

SENIOR MANAGERS PROGRAMME

SALES SUPERVISORS PROGRAMME

WORKSHOP 2: STRATEGY & TACTICS

Value of strategy: elements of a practical, successful strategy, relating strategy to your business

Aligning your sales strategy to your business: determine key objectives for your sales team, implement a tracking mechanism, determine actions to progress the objectives, assign responsibilities

WORKSHOP 2: THE SCIENCE OF SELLING

Creating the plan: setting objectives, key performance indicators, developing the activity plan

Putting the sales framework in place: generating the sales funnel, identifying prospects, generating an effective first point of contact, converting prospects to suspects, moving from prospect to closure

WORKSHOP 3: MANAGING THE TEAM

Self Awareness: understand your personality type and how it impacts on others, determine the strengths you bring to the management role, assess weakness and actions to work around weaknesses

Managing the team: establish accountability, motivate the team, run meetings effectively, increase productivity

WORKSHOP 3: THE SCIENCE OF SELLING

Selling your company: identifying support material, confidence inspiring facts about your business

Filling the need: address fears, uncertainties and doubts

Securing commitment

Closing the Sale: walking through the five closes, overcoming objections

Role-playing: putting theory into practice

WORKSHOP 4: DEVELOPING YOUR SALES TEAM

Develop a plan to ensure your sales team demonstrate the RIGHT skills leading to the RIGHT results.

FINAL WORKSHOP: BRINGING IT ALL TOGETHER SENIOR MANAGERS & SALES SUPERVISORS

Managers: Present your strategic sales plan to the team

Supervisors: Present your plan for developing your sales team and your approach to successful selling

PROGRAMME FACILITATORS

Louis Campion



- Strong in Leadership and Motivational skills Louis has for the last 10 years worked with a number of Irish companies in identifying their true potential and maximising the market opportunities for their products and services.
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- Louis has over 28 years experience working at a senior management level within small, medium and plc companies in a wide variety of sectors including Energy and Environmental, Engineering and Manufacturing, Distribution and more recently Financial Services.
- 12 years international experience with Shell, ExxonMobil and Esso in the UK and South Africa.
- Former Sales and Marketing Manager with Shell South Africa which included a team of 30 direct reports.
- Extensive Sales and Marketing experience from Sales Representative to Regional Sales Manager to National Sales and Marketing Manager.

Len Jones



- Len is also a former Managing Director of AVL Medical Instruments UK Ltd which was founded in 1989. Developed sales from zero to in excess of £10million sterling in 11 years, and negotiated the local integration during the successful global acquisition of the business in 2000.
- Len was a Director of Diagnostics, Ireland for the global leader in clinical diagnostics based originally in UK then Ireland. Len successfully developed the business in Ireland and was responsible for ensuring sales of over €25million in 2003.
- Len made a successful transition based on performance from Sales Representative through Sales Management to Managing Director and as such, has significant experience of the sales environment at all levels of business coupled with considerable experience of product and services marketing.

“Len has provided focus to my team. They clearly understand how to approach the selling process and how to secure the sales we require. The team recognises the importance of targets and is generally confident in their abilities to achieve these targets. Progress has been measured in terms of the significant increase in sales.”

Andrew Fleming, General Manager, Fleming Steel