

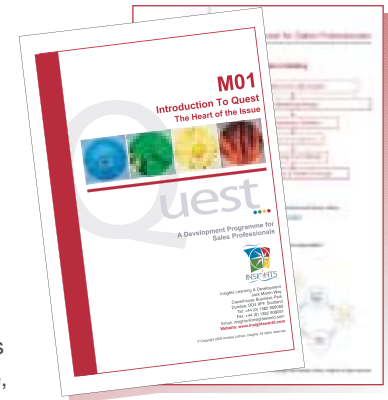


Insights Learning & Development Ltd.

Insights Quest for Sales Professionals



- We need to increase our revenue.
- I know that 'people buy people'. How can I help my sales people build first-class relationships with each of their customers?
- How can I help my sales teams be more effective at each stage of the sale?
- How can I inspire people to get results by helping them improve their attitudes, skills and behaviors?
- I need a solution which is practical and long-lasting and can be used internally long after any training intervention is over.



PRODUCT SUMMARY

- Quest is comprised of 24 modules, all of which are built around the six stages of the sale:
 - 1 Before The Sale Begins
 - 2 Identifying Needs
 - 3 Proposing Solutions
 - 4 Dealing With Buying Resistance
 - 5 Gaining Commitment
 - 6 Follow-Up and Follow-Through
- The modules explore the skills, behaviors and attitudes required to be effective in each of these areas
- The Insights Quest Learning Log has been designed to support the particular learning pathway selected and means that it is totally customized to each client's needs
- The Learning Log, coupled with the Discovery Profile and Effective Selling Chapter, provides an excellent coaching vehicle for Managers to support their people through the learning
- Materials are designed with the dual role of working both in the training room and out in the field so that the learning is continuous
- This program is designed to be inspiring and engaging in its content and delivery so that sales people are motivated to excel
- Each module gives participants a range of practical tools which can be used to enhance sales effectiveness immediately

Insights® Quest for Sales Professionals is a flexible, modular program of development for sales executives and account managers. Modules 1-3 are essential, forming the springboard for all subsequent learning. Thereafter, clients can select from the remaining 21 modules, all of which can be customized by us according to your specific objectives, the time available and the needs of the audience.

The Insights Discovery® Personal Profile and Effective Selling Chapter are integral to the Program allowing individuals to explore their preferred selling style and how this will manifest itself at each of the six stages of the sale.

The Coaching With Insights program, or our e-learning offering, Insights Explorer, can be beneficial in reinforcing the learning from Insights Quest for Sales Professionals.

What Our Clients Say About Insights Sales Training

"During 1999 we ran a series of 'Building Successful Sales Relationships' workshops for our seven Divisional Sales Teams (70 people in total), primarily aimed at increasing their awareness of their own style and how they could adapt to their customers' style. We monitored the results and over a twelve-month period saw sales, which they could affect, increase by just over 11%. We continue to deliver these workshops to new Sales recruits."

Peter Fanning, HR Director, RAC AutoWindscreens

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 Transforming individuals, teams and organizations

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Insights Quest for Sales Professionals | Modules

No.	Module Title	Content Summary
CORE PROGRAM		
1	Introduction to Quest	Introduces the Quest Program
2	It All Begins With You	Uses the Insights Discovery Personal Profile to explore participants' individual sales approach
3	Connecting with Colorful Customers	Understanding client motivators and creating a framework for enhanced interaction
PART I: Before The Sale Begins		
4	The Process of Selling	Helps participants communicate what they do
5	Positive Thinking Results in Positive Actions	Teaches participants how to develop disciplined thinking to drive towards desired outcomes
6	Ethics and Positive Impressions	Explores how our habits, grooming, social skills and moral imperatives may influence our success
7	Setting Sales Objectives	Creating and monitoring SMART objectives
8	Organizing Your Time	Aligning your activities with your objectives
9	Call Management Strategies	Approaching a call and assessing performance afterwards
10	Market and Competitive Management	Analyzing the market and the competitive forces within it
11	Strategic Account Management	Teaches a variety of key strategies and tactics that help in getting and keeping key and major accounts
12	Territory Management	Develops an understanding of territory management - treating a territory like a business
13	Prospecting and Qualification	Explores prospecting and qualification techniques
PART II: Identifying Needs		
14	Powerful Listening Skills	Teaches participants to listen proactively
15	The Art of Questioning	Developing the ability to ask clear questions
PART III: Proposing Solutions		
16	Selling at All Levels	Creating a network of customer contacts
17	The Power of Influence	Understanding the power of influence - six key factors
18	Making Effective Proposals	Making your written presentations presentable
19	Powerful Presentations	Improving one to one and group presentations
PART IV: Dealing With Buying Resistance		
20	Negotiating Like a Professional	Closing the gap like a professional
21	Dealing with Competitive Pressure	Dealing with competitive pressure with proven techniques
22	Dealing with Buying Resistance	Anticipating, identifying and responding to the seven types of objections
PART V: Gaining Commitment		
23	Understanding how and when to close	Closing in a timely and effective manner
PART VI: Follow-Up and Follow-Through		
24	The Importance of an Ongoing Relationship	Shows how follow-up and doing little things goes a long way