

Achieve spectacular sales growth – your 4 step plan for success

Presented by Julie Collins, Collins & Collins

Tuesday 18th April | Tuesday 25th April | Tuesday 2nd May | Tuesday 9th May | Tuesday 16th May

A strategic action-oriented programme to generate a step-change in your sales performance

Our research has shown that business owners and those in charge of business development are looking for a hands on, practical, action orientated, step by step approach to sales growth, which is underpinned with academic theory.

Course fees are £995 for the programme and include:

- 5 half day workshops 9.30am – 1pm
- One to one mentoring with the trainer available in the afternoon
- Action planning for your business
- Personalised support
- Action learning set with other delegates
- Access to university resources
- Lunch and morning refreshments included

During our programme, we will work together on your business:

- Taking the theory into practice
- Starting with the helicopter view, incorporating analysis and research
- Progressing through standing out in the crowd
- Lead generation and conversion
- Concluding with the showcase event.

See overleaf for more information on this results-driven and interactive course.





This course will be delivered by Julie Collins. Julie has considerable experience in new business development, sales and marketing, having started her career in United Biscuits where she launched McVitie's HobNobs, then onto Allied Lyons where she ran new product development in the Wines and Spirits division and finally worked as client services director for top London strategic design consultancy Coley Porter Bell. Nowadays, Julie works extensively with UKTI, Innovate and delivers on Cardiff Metropolitan university's MBA programme.



Agenda

Day 1 – Helicopter view

Looking in on your business from the outside world, what is impacting on your business, what opportunities are there for you, how do your customers view you.

Introduction to the academic principles of macro-environmental analysis, micro environmental analysis, market research, SWOT analysis.

Day 2 – How to sparkle and stand out from the crowd

Looking at your business in a competitive context and meeting customer needs, how do you stand out and beat the competition.

Introduction to segmentation, targeting and positioning, developing a unique and compelling proposition, customer profiling and understanding customer needs, benefits and competitive advantage.

Day 3 – Getting noticed

So now you have the best proposition, you know what you are and why people should buy, but that's a long way from finding the customers.



Introduction to marketing planning, lead generation and profile raising. 4Ps -> 4Cs -> 4Es, communication tools and the use of sales and marketing materials.

Day 4 – Nailing the sale

How do you convert those hard fought for leads, what do you say and when?

Introduction to lead conversion and closing techniques. Role play in face to face meetings and at events. How to prepare pitch and sales presentations.

Day 5 – Showcase week

Time to shine and test out the final messaging. Each delegate will present two short, 5 minute presentations

- * New sales pitch – you at your best
- * Key learnings from the programme – outlining original objectives, key learnings along the way, programme for the future

For more information:

please email esm-enterprise@cardiffmet.ac.uk

Booking your place on the course couldn't be easier!

Just visit:

www.eventbrite.co.uk/e/sales-growth-your-4-step-plan-for-success-tickets-31594090776