



## AGENDA // DEVELOPING THROUGH SUCCESSFUL SALES & MARKETING

Time	Title Of Training Session	Objective Of Training
09.30 - 09.32	<b>Introduction</b>	Brief introduction outlining the details of the day's training.
09.30 - 10.30	<b>Getting to Know You</b>	Ice breaking session to help delegates settle down and to find out their strengths and areas for development. Also to find out what they want to learn from the training day that will help them personally and with their business.
10.30 - 11.30	<b>Product Knowledge</b>	Practical session involving some role play. The main objective is to show the value of good up to date product knowledge. This will then be linked to how good product knowledge can increase sales and benefit the business. The session will also bring out the need for open and closed questions.
11.30 - 11.45	<b>Short Break</b>	<b>Short Break</b>
11.45 - 12.45	<b>Technical Session - Paul Hoyes</b>	Showing how the delegates can gain extra business when carrying out practical pest control.
12.45 - 13.30.	<b>Lunch</b>	<b>Lunch</b>
13.30 - 14.00	<b>Prospecting - The Film</b>	Film explaining how a small business can be grown easily and cheaply by prospecting for business in the right way.
14.00 - 14.45	<b>Prospecting Continued</b>	Where to look for prospects, referrals, leads, other surveyors, biologists, technicians, trade journals, past customers, personal contacts. Practical session identifying reason for the need to prospect continually. Explain the prospecting funnelling technique. Explain how to use prospect cards and the benefit of keeping an accurate marketing data base. Use of the magic matrix shows how using this correctly can increase your sales by 25% using simple marketing techniques
14.45 - 15.00	<b>Short Break</b>	<b>Short Break</b>
15.00 - 16.00	<b>Features Advantages and Benefits</b>	Practical session explaining the difference between selling features rather than benefits. Delegates will be working in groups using every day practical objects. This session also deals with overcoming objections and teaches delegates how to get past reception and how to make appointments on the phone.