



**celsius**<sup>o</sup>

The Graduate Recruitment Specialists

# Celsius Graduate Recruitment ISMM Endorsed Advanced Diploma in Professional Sales





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"It's all to do with training: you can do a lot if you are properly trained." – Queen Elizabeth II

## Celsius ISMM Advanced Diploma in Professional Sales

**Introducing our NEW modules!**

**By now your employees have completed the ISMM-endorsed Celsius Graduate Recruitment sales training, modules 1-3. Due to popular demand, we are now offering additional courses exclusively to our clients which will aid your employee's growth as they progress in their sales role.**

Designed to complement Modules 1-3, these additional training courses will assist your Graduate Employees as they progress within your business. Specifically created for and delivered to technology sales professionals, your employees will learn new skills and techniques with their peers in a collaborative and dynamic environment.

Celsius Graduate Recruitment have again partnered with the Institute of Sales & Marketing Management to create educational and informative modules which will further enhance the training that your valued staff have already completed, equipping them with all the tools they need to be successful and profitable as they advance their careers with you. To gain the Advanced Diploma, Delegates must complete six of the modules below within a twelve month period.

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# High Impact Presenting

The ability to present is one of the first and most important skills that anybody involved in business development, sales or management must master.

“According to most studies, people's number one fear is public speaking. Number two is death”

- Jerry Seinfeld



Effective presentations and public speaking skills are important in persuading people to:

*Buy*  
*Change mind-sets & attitudes*  
*Motivate to get things done*  
*Teach*

However, public speaking and presenting is something that many people do not enjoy - until they are given the skills and confidence required to do it well.

## The Masterclass

To help you address the real issues of presenting in sales situations Celsius Graduate Recruitment are offering a very participative full-day masterclass in which you will be introduced to the 4 Ps of Perfect Presentations:

- Purpose - What is the presentation for?
- Personal – What does your audience need to know?
- Preparation – What is your presentation structure?
- Persuasion – How do you deliver it?

## Takeaways

Led by an experienced Trainer with an extensive background in sales and with a specific Technology Sales focus; participants will take away the techniques they need to deliver a confident, winning pitch. They will have the tools required to create and lead a polished, dynamic, high impact presentation and leave a lasting impression within a business environment.

# Transitioning to Field Sales

Why do some field sales people seem to win nearly all the work? There can be little difference between the best and everyone else. But still they win.

“I’ll go  
anywhere as  
long as it’s  
forward”

- David Livingstone



Small differences in...

*Ability*  
*Attitude*  
*Systems and strategies*

...Can lead to huge differences in results

## The Masterclass

To help you address the real issues of moving from internal sales to a field sales role Celsius graduate Recruitment has joined with Innovas to offer an interactive full-day masterclass in which you will be introduced to the Critical Success Factors for Sales People:

- The risk averse customer
- Communicating with the right message – value propositions, elevator pitches and the one word pitch
- Focusing on the best opportunities
- How customers buy
- Preparing for sales calls
- The sales call
- Proposals and prices
- Following up and keeping on top of things

## Takeaways

Delivered by our highly experienced trainers, this course gives participants everything they need to know to effectively transition to a field sales role, focussing specifically on the underpinning skills and knowledge that will lead them to achieving successful meetings, pitches and long term relationships with clients.

# Time Management

In these modern times we have so many choices and decisions to make everyday and without the ability to be disciplined, we fail to work out our priorities.

“Lost time is never found again”

- Benjamin Franklin

Poor time management leads to a loss in productivity, which in turn can lead to a loss of profit. We focus on:

*Self discipline*

*Prioritisation*

*What successful people do*

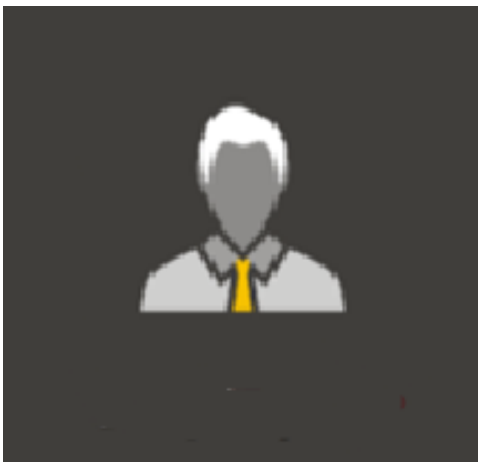
## **The Masterclass**

To address the challenges sales people face, Celsius Graduate Recruitment has introduced this full day masterclass to give delegates the tools to properly manage their time.

- Business focused
- Productivity
- Optimize use of time in order to maximize output and in turn increase productivity and smash targets – increased revenue and annual bonus

## **Takeaways**

Wasted time is a problem for all businesses; this course not only gives participants the skills they need to manage their time more effectively, but educates them about business cost and productivity. We only work with sales people within technology and so cater our course to the needs of this fast paced sector.



# Maximising Social Media for Sales

In a world where everyone uses social media, anyone in sales must learn how to use it to find new leads, increase sales and build relationships with their customers.

“People often wonder how I find time to tweet and update my blog so regularly. How do they not find the time, I wonder? Social media is such a terrific way to connect with our customers that I would never miss out.”

- Richard Branson

Whilst most courses look at social media from a marketing perspective, we focus on:

*Utilising social media to generate leads  
Staying ahead of your competitors  
Increasing your ROI in the most cost-effective way*

## The Masterclass

To help you leverage more sales from social media Celsius Graduate Recruitment are offering a participative full-day masterclass to help you get the most from social selling.

- How companies use social media, forums, blogs, content etc.
- How to find prospects on LinkedIn, Twitter and other platforms
- Creating a powerful, credible online presence
- Why listening is the best part of the sales process
- Using LinkedIn and Twitter for research
- Building a network – the magic 501 LinkedIn connections
- From social media to face-to-face

## Takeaways

This course is consistently updated and provides participants with up to the minute techniques that can be used to stay one step ahead of the competition in managing social media to generate leads, build relationships and as a research tool. This unique course steps away from social media marketing and focuses on how best to utilise this tool in a sales capacity.



# Major Account Sales

Major accounts are not like larger versions of small customers; they are hugely different and require strategic thinking and a long-term approach from the sales person.

“Make a customer, not a sale.”

- Katherine Barchetti



To be able to successfully transition into a Major Account Sales role, delegates must understand and consider the following:

*Major accounts are inconsistent; how they buy, what they buy and how much they will pay changes continuously  
The sales process is usually long – often years – and involves multiple decision-makers  
To win their business you will compete against some of the fiercest competitors within your industry*

## The Masterclass

To address the challenges of working with Major Accounts, Celsius Graduate Recruitment has joined with Innovas to offer a very participative full-day masterclass in which we cover the following:

- Identifying and qualifying leads
- Understanding corporate buying decisions and the buying process
- Building relationships with multiple decision-makers, gatekeepers and influencers
- Leveraging external and internal stakeholders
- Major Account prioritising, plans and planning
- How to retain and increase current business and increase customer loyalty

## Takeaways

From this unique module, participants will learn to use methods and techniques they can use to build relationships with major accounts and identify the right people to work with. Our course is offered solely to delegates who work within Technology Sales, meaning the techniques that we teach are specifically designed for this Sector.



# Leadership & Management Skills

At its core, management is about setting goals and bringing your team along with you to achieve the company mission and ultimately, generate sales.

“Management is doing things right; leadership is doing the right things”

- Peter F. Drucker

Managers are there to get the most out of people by having clear objectives, being able to communicate effectively and having an ability to review and adapt to the challenges that come your way. What we cover:

*Maximising Team Performance*  
*Increasing Team Resilience*  
*Optimising Team Retention*

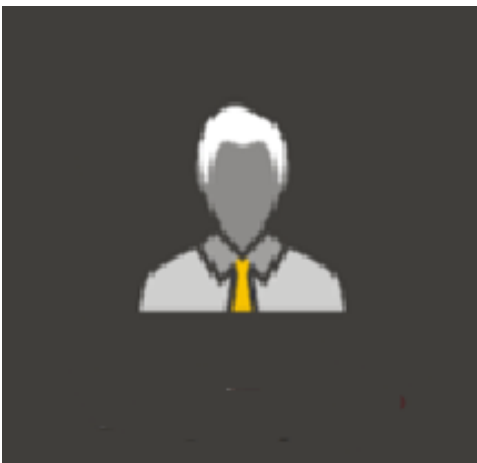
## **The Masterclass:**

By attending this course you will have an understanding of the roles and responsibilities of a manager along with practical techniques to create high performing teams. We will look at the following:

- Your Role as a Manager & Using appropriate styles
- Building and developing your team
- SMART Objectives
- Effective Coaching
- Time Management
- Delegation

## **Takeaways:**

From this course, participants gain the skills and knowledge to thrive in their first managerial role. Our experienced trainers provide a thorough understanding of the role of the manager within a sales-specific environment, equipping them with the necessary interpersonal communication, practical techniques and tips to manage both individuals and teams with confidence, whilst encouraging them to generate optimum sales.



# The Change2Achieve Programme

How can you realise your full potential, bring about powerful change and achieve goals that will enable the personal and professional future that you desire to come true? This programme is designed to facilitate the process and to get the result.

“You must be  
the change  
you wish to  
see in the  
world.”

- Mahatma Gandhi



Change2Achieve is a programme of self-discovery which, providing you commit to, will help you to achieve the personal and professional goals that you have always wanted to accomplish. We focus on:

*Recongnising and developing potential  
Improving mind-set & attitude  
Personal goal setting*

Action planning is a powerful process but often the objectives can get forgotten or side-lined. The C2A process tracks outcomes and converts them into real results.

## **The Masterclass**

To help you to be the best that you can be, this highly participative full-day workshop is succeeded by an action-focused half-day coaching session in order to embed new habits and actions. What we cover:

- Self-reflection and analysis
- Strengths based profiling
- Personal goal setting
- Change management
- Maintaining good habits

## **Takeaways**

Led by an experienced Trainer with an extensive background in personal and professional development, participants will take away the techniques they need to set, achieve and manage personal goals. They will have the tools required to create powerful change that will result in improved performance both personally and within the workplace.

# Live Telephone Coaching

The psychology of selling, call scripts, role plays and sales models provide professionals with the essential knowledge and tools required to achieve high performance and results. But what is the solution when bad habits start to form, motivation levels dip and call time is at a premium?

“Action is the  
foundational  
key to all  
success”

- Pablo Picasso



Celsius Training has designed the following programme to help provide additional value to our clients and enhance the sales performance of their teams through providing:

*Bespoke coaching*  
*Trainer evaluation and feedback*  
*Tailored taught support*

## **The Masterclass**

To address the challenges that telesales people face, this full day programme will provide teams with structured one to one coaching, group support and refresher training. We cover:

- Identification of challenges
- Trainer observation and feedback
- One to one call support
- Actions and next steps to enhance performance
- Manager competency report and feedback

## **Takeaways**

Wasted call time is a problem for all businesses, this programme will provide your team with feedback and support from our experienced sales coach in order to manage their call time more effectively. We only work with sales people within technology and so cater to the needs of this fast paced sector.

# Closing the Sale

Without the close there is no sale and yet in our experience, many businesses still state 'closing' the sale as the number one skill that requires the most improvement within their sales team!

**"You don't close a sale; you open a relationship if you want to build a long-term, successful enterprise."**

- Patricia Fripp



Teaching delegates to incorporate a succinct and effective close into their sales process is the key aim of this course. We focus on:

*The art of effective closing*  
*Understanding Buyer Resistance*  
*Closing techniques that work*

## **The Masterclass**

In order to help you to achieve more meetings, better sales and reduce wasted time, Celsius Training offer this participative full-day programme consisting of facilitator-led discussion, group exercises, review and follow up action panning. What we cover:

- Why we need to close
- Recognising and responding to buying signals
- Finding the right decision maker
- Knowing when to close
- When 'now' is not the right time
- Clarifying needs vs, wants
- Different closing techniques and when to use them

## **Takeaways**

Executing an effective close can remain a challenge to developing sales professionals. Delegates will benefit by taking away increased confidence levels, new techniques and a strong appetite to put them into practice. We only work with sales people within technology and so cater to the needs of this fast paced sector.

# Advanced Telephone Selling

Every sales professional kick starts their career with building up the confidence to pick up the phone and master the call, that's where our 'ISMM Diploma in Professional Sales' comes in. However, over time poor habits and flawed techniques can develop as a means of achieving quick wins on quantitative targets such as talk time and call volume.

“Don't wish it  
were easier,  
wish you  
were better”

- Jim Rohn



Celsius Training has designed the following programme to:

*Provide telesales professionals with the opportunity to review, refine and hone their call performance in a supportive and fun environment*

*Learn about more in-depth models, theory and skills that will further enhance their ability to sell over the phone*

## The Masterclass

This full day programme will provide delegates with structured coaching, group support and refresher training in order to both improve their telephone technique and achieve increased sales performance. We cover:

- Preparing for the call
- Getting to decision makers
- The principles of effective objection handling
- Succinct and effective questioning
- FAB selling
- Securing commitment and next steps
- Trainer observation and feedback
- One to one call support
- Action planning for future performance

## Takeaways

Wasted call time is a problem for all businesses, this programme will provide the delegate with a fresh perspective of their phone performance and appetite to both improve it and smash targets. We only work with sales people within technology and so cater to the needs of this fast paced sector.

# Advanced Selling Skills

Every fresh sales professional starts out in their career with an appetite to learn and master their sales technique, that's where our 'ISMM Diploma in Professional Sales' comes in. However over time, poor habits and flawed techniques can develop that hinder their ability to consistently maintain goals, exceed targets and achieve greater and better objectives.

"It's not about having the right opportunities, it's about handling the opportunities right."

- Mark Hunter



Celsius Training has designed the following programme to:

*Enable developing sales professionals to review, refine and hone their sales performance and provide them with new models, theory and the opportunity to develop new skills and techniques that will enable them to achieve increased revenue, better earnings and more meaningful relationships with their customers.*

## **The Masterclass**

This full day programme has been designed to provide delegates with the opportunity to improve their selling technique in a supportive, facilitator-led environment, alongside of like-minded professionals. We cover:

- Preparing for meetings and sales
- Advanced questioning technique
- Getting to decision makers
- Mastering the call
- Advanced objection handling,
- Leading negotiations and influencing techniques
- Effecting the close

## **Takeaways**

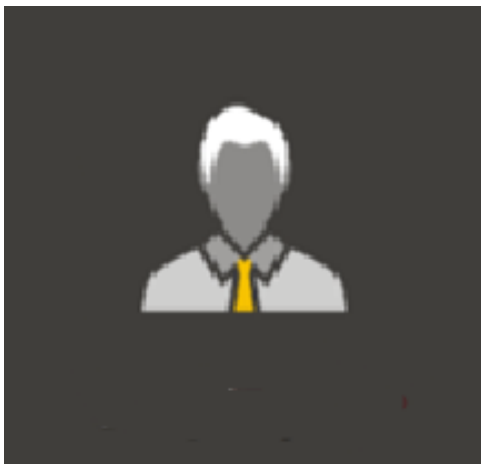
Wasted call time is a problem for all businesses, this programme will provide your team with feedback and support from our experienced sales coach in order to manage their call time more effectively. We only work with sales people within technology and so cater to the needs of this fast paced sector.

# Protection, Retention and Development of Accounts

The most effective account managers should not only be skilled in getting through to key decision makers, building rapport and winning work, they need to be able to keep abreast of the competition by building long lasting relationships that continually delight the customer.

“If you’re not taking care of your customer, your competitor will”

- Bob Hooley



Celsius Training have designed the following programme to teach account managers the skills they need to ensure optimum results from every account, minimize churn and leave lasting impressions upon all of their customers. Concepts include:

*Key Account Management*  
*Meeting customer need*  
*Building long term relationships*  
*Value added selling*

## **The Masterclass**

In order to help you to achieve greater long term relationships, leverage more sales and achieve optimum value for and from your accounts, Celsius Graduate Recruitment offers this participative full-day programme. We cover the following:

- Strategic account analysis
- Approaches to managing customer accounts
- Negotiating mutually beneficial solutions
- Importance of customer loyalty
- Organisational brand and reputation
- Customer problem solving
- Partnership development
- Meeting after-sale customer service need

## **Takeaways**

Achieving customer loyalty and retention remains a constant challenge to businesses based within high growth, competitive sectors. Delegates will learn the skills required to manage accounts both strategically and responsively. Our course is offered solely to delegates who work within Technology Sales, meaning that techniques are specifically designed for this sector.