

CTD's premise for business is to provide you with an outstanding programme that empowers you and your team to a renewed level of effectiveness. We endeavour to give you the shortest intervention possible with the maximum amount of impact.

**This Sales Workshop leaves you feeling re-energized, it harnesses your experience and refocused your passion.**

### **Module 1: Selling is like acting**

Introducing sales and theatre in communication  
Choosing your role and playing the part  
Reading your audience and understanding your guests

In 2 days you will have a fresh understanding of sales and the role you play in building relationships and client retention.

### **Module 2: Generational Selling & Life Stage**

Understanding the generational gaps  
Exploring the life stages of your clients  
Integrating knowledge and action  
Personalising your approach

This workshop uses theatre to bring energy to selling and enables anyone attending to embrace their role in sales and service in a new and fun way.

### **Module 3: Know Your Client**

Understanding the information that could be useful  
Using or creating a standard to store and retrieve information  
How to have the conversation  
Using all information provided to you  
See opportunities to sell, cross-sell, service and build relationships

The learning takes theory and standard sales approaches and personalises them to enable each learner to walk away with a solid understanding of what they are actually capable of.

### **Module 4: Show up and choose to be present**

Know your network  
How does advertising work for you  
Looking for opportunities in unlikely places  
Build your personal style for acquisitions, retention, expansion.

### *Learner Comments:*

*"Excellent, exciting, can take a lot out of the course. I am glad I attended the course and will put much of the 'material' learnt to use! Thank you."*

### **Module 5: The rehearsal**

Making sure you are prepared for all interactions  
How to make the most of your interaction with the client  
How to deal with rejection  
Having a difficult conversation  
Selling in a 'recession'

*"This course helped me to find my lost self. It gave me courage and strength to meet my personal goals. The course gave me self confidence and I enjoyed it thoroughly."*

### **Module 6: Retention and Cross-selling**

Proactive service and relationship building  
Reactive service and relationship building  
Cross-selling and up-selling  
Building trust and long term client commitment

*"The facilitator was absolutely magnificent. She was energetic, fun and very good at the subject. Her style of training was totally different from all the others in a positive way."*

### **Module 7: Going above and beyond**

Experience vs. service  
Bring who you are to your role  
Making an extra effort in the face of opportunity

*"It is useful because its about what is happening in real life and work environment. Balanced theory and practical. I have learnt a lot in this training, especially the communication skills, how the energy can be transformed to other people around. Good workshop."*