



FAB

Features, Advantages, Benefits.

Kyle

FEATURES	ADVANTAGES	BENEFITS
Workshops	<ul style="list-style-type: none"> • Discussing Ideas And Tactics • Working To Action Plans (Working S.M.A.R.T.) • Time Management • Sue Reed Coaching and Mentoring 	<ul style="list-style-type: none"> • Chance To Practice New Skills • More thorough Sales Process • Increase In Sales • Keeping me on track
Networking	<ul style="list-style-type: none"> • Inter Branch Sales, Wider Availability For Customers • Working Closer With Colleagues • Increased Knowledge on Special Offers 	<ul style="list-style-type: none"> • Increase In Turnover • Decrease In Customer Visits to competitors • Improved Communication
Sales Tactics	<ul style="list-style-type: none"> • Add On Sales • Target Driven • Customer Type/Understanding • Telephone Sales - Individual sales plan for each call 	<ul style="list-style-type: none"> • Increases Order Value and Margins • Increases productivity • Improving customer relations leading to sales increases

Jack

FEATURES	ADVANTAGES	BENEFITS
Allows you to come out of your comfort zone	<ul style="list-style-type: none"> • Gain confidence and self belief 	<ul style="list-style-type: none"> • Howarth see more sales, build better rapport with customers
Learn new sales techniques and how to incorporate them into your role	<ul style="list-style-type: none"> • Heightens your own ability to sell 	<ul style="list-style-type: none"> • Howarth will see more orders and will close more sales
Fully take responsibility for your own ledger	<ul style="list-style-type: none"> • Teaches you a new side of the business and mature as a salesperson 	<ul style="list-style-type: none"> • Internal promotion pushes, helps Howarth gage how well trained staff are.

Alistair

FEATURES	ADVANTAGES	BENEFITS
Provides an introduction to the principles of selling, and the more complex aspects	<ul style="list-style-type: none"> • This allowed me to understand how selling works better e.g. the Psychology behind it. 	<ul style="list-style-type: none"> • This has resulted in an improved ability to sell, and an increased level of confidence in the job. • Encourages me to get better at selling, as it interests me
Introduced me to colleagues doing similar roles, at similar ages at different branches	<ul style="list-style-type: none"> • This created new contacts for me, who became friends. • It created contacts to get support and advice from on undertaking the role. • It created people to compete against e.g. in sales 	<ul style="list-style-type: none"> • This companionship has allowed me to improve as a sales person, by gaining knowledge, having people to better myself against • Resulted in me enjoying my time spent on the workshop days.
Practise presentation skills	<ul style="list-style-type: none"> • I have the ability to know how to present better. • I feel more confident doing the presentations 	<ul style="list-style-type: none"> • I have practised and improved an invaluable skill, in a none threatening environment. This means I will do a better job when presenting in the future.

Nick

FEATURES	ADVANTAGES	BENEFITS
0-6 Month Operational Excellence	<ul style="list-style-type: none"> • Working to a procedure • Gain more experience 	<ul style="list-style-type: none"> • Broader knowledge of the business operations • Team building • Better customer service skills • Product knowledge • Health & safety requirements
WORKSHOPS ATTENDED - Selling & Me - Deliverable Sales Results - Ultimate Sales Portfolio Management	<ul style="list-style-type: none"> • Add on sales • Marketing campaigns • Developed in-branch visual for key sale tools used • "Secrets of Successful Sales" 	<ul style="list-style-type: none"> • Promoting other products/ better customer service • Maximise sales • Telephone and counter selling • Strategy for increasing sales
Customer, Competitor Analysis & Social Marketing Profitable Portfolio Action Review	<ul style="list-style-type: none"> • Branch customer base & customer motivations • External competitors S.W.O.T • Customer portfolio 	<ul style="list-style-type: none"> • Better understanding how customers behave/expect • New opportunities & improve our level of service • Achieve customer targets

Paige

FEATURES	ADVANTAGES	BENEFITS
Learn new selling skills	<ul style="list-style-type: none"> • Have techniques to increase sales 	<ul style="list-style-type: none"> • Increase sales and and margin
Build confidence	<ul style="list-style-type: none"> • Being able to approach situations that I wasn't before 	<ul style="list-style-type: none"> • Sell more and be able to come back from knockbacks
Networking	<ul style="list-style-type: none"> • Have a team to go to and develop relationships 	<ul style="list-style-type: none"> • Have people to turn to when stuck or needing advice/ needing assistance.