

Sales Accelerator™

New Business Selling Skills



Sales Accelerator™ is a new business selling skills workshop designed for everyone faced with the challenge of generating their own new business opportunities in an increasingly competitive environment. Research consistently shows that those salespeople who have the confidence and skills to develop new business are always amongst the top performers within their organisations.



This workshop is ideal for salespeople who want to improve their effectiveness in generating new sales opportunities. The course teaches a motivational mix of organisational and behavioural skills aimed at improving the proactive sales disciplines that will lead to success.

Accelerate your growth

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The workshop includes:

- Prospecting – research skills
- Prospecting – new lead generation
- Personal Marketing
- Overcoming initial anxiety & reluctance
- Getting organised for success
- Target telephone calling – Getting the first appointment
- Developing your own '60 second pitch' and Calling Script
- Handling telephone objections
- Maintaining motivation
- Dealing with Reception, PAs and Voicemail
- Qualifying and gaining access to decision makers
- Building new business relationships
- Developing your own sales visit plans
- Qualification – Budgets, authorities, timescales, decision processes
- Concluding the Business

Redline courses are delivered by highly experienced ex-Sales and Consulting Directors, who combine a wealth of real-world knowledge with practical techniques and methodologies.

Our workshops comprise a balanced mix of:

- Video demonstrations using professional actors
- Trainer-led teaching
- Group and individual exercises
- Group discussions
- Fun activities
- Role-plays
- Analysis & planning tools
- Course workbooks and slide sets

Call us on **01428 641001**

or find out more at

www.redlineassociates.co.uk

Redline Associates Ltd

Fowey House, 8 Woodlands Lane,

Haslemere, Surrey GU27 1JU

e: info@redlineassociates.co.uk

Accelerate your growth

Sales Accelerator™ is a 2 day course

The workshop is highly interactive and encourages delegates to discuss specific selling issues they are experiencing. All our courses can be supported with a personalised coaching and mentoring programme for managers and delegates.

