



# Sales Skills Workshop



Discover practical tips and develop new strategies to sell more and drive business growth.

Designed for  
businesses with  
annual turnover of

**\$1M+**

# Sales Skills Workshop

From the outside, an effective salesperson and sales team will make their job look easy. But successful sales requires the right mindset, and a foundation of sales habits and processes that have been continuously refined.

## Who is this workshop for?

Business owners, senior leaders and sales professionals, who target business clients (B2B) and know that developing and embedding great sales skills and processes is crucial to the growth and future success of their business.

## What will you get from this workshop?

You'll come away with new skills and a plan to kick-start your sales momentum, empower your team and how to build clear communications to engage customers.

You'll learn how to prioritise which clients and opportunities to focus on, how to follow up quotes and proposals, build trust and become more proactive with your clients.

Whether your sales pipeline is stalled, or so busy that you are just reacting to your clients' demands, in this workshop you will critique how you currently approach sales and learn some practical skills to help improve the way you approach sales going forward.

## Facilitator: Jamie Brock

Jamie is a Business Coach, Programme Director for the Business Owner Programme, Emerging Leaders Programme and Sales Skills Workshop.

He works with a number of Icehouse customers, helping them to improve their business performance, and is an experienced senior executive, having led some of New Zealand's largest sales and marketing teams. He has owned several small businesses and been involved with successful start-ups locally and offshore.

Duration:

**Two Days**

Format:

**In-Person  
Group Session**



What we learnt isn't only relevant to the business now. We have a sales framework in place which can last, adapt when we need to, and put us in good shape far into the future.

**Jayden Boylan**

National Business Manager  
Access Automation New Zealand

## What will be covered in this workshop?



### High Performance Sales

Planning, preparation and mindset.



### Client Meetings

How to prepare for and structure effective face-to-face meetings.



### Sales Skills

Qualifying opportunities, handling objections and closing.



### Articulating Value

Understanding customers' motivation, issues and pain.



### Map Your Sales Process

To deliver a better client process.



### Client Management

How best to manage existing client relationships.