

“Improving Margins, Increasing Top Line Sales, Getting Better Prices – Improving Business Performance”

*Do you want to improve your profits? Do you want your people to win more profitable deals?
Do you want your sales people to sell for the future? Do you want to win more delighted customers?
Do you want your people to work better as a team?
Do you want to get an immediate improvement to your bottom line?*

As a result of our working with your people you will achieve measurable improvements in people, performance and profits. At the end of the sessions your people will be asked to produce action plans that will dynamically impact your bottom line. **Benefits include: a measurable improvement to your bottom line; an increase in top line sales and an increase in the confidence and motivation of your management teams.**

The seminar programmes run by Ansa Business Development can be custom designed to suit all levels within your organisation from Board level to middle and junior management from all disciplines including finance, marketing, sales, production and purchasing to customer care teams and internal telephone teams.

The seminar and workshop programmes are divided into the following categories:

Price and Profit Improvement

Profitable Negotiation

Purchasing

Sales and Business Development

Telephone Sales Skills

Communication and Team Development

Price and Profit Improvement

Your Price is Right – Sell It! (One day)

This outstandingly successful workshop focuses entirely on the many issues surrounding price management, specifically that of price preparation, price presentation and price defence. Handling prices effectively is an ever increasing area of concern for most companies especially those facing competition in tight margin situations and crowded markets.

Sessions include: the importance of your price; alternative pricing methods; market related pricing; establishing price freedom; avoiding price sensitivity; making winning proposals; price presentation; getting price increases through; utilising investment merit; overcoming price objections; controlling discounts; valuing the package; product stewardship

What you gain: This programme will give your people the skills and confidence to handle price pressure more effectively in today’s competitive markets.

Suitable For: All levels of management including finance, sales and marketing. Ideal for Board Directors and anyone else within the business who requires improved tactical knowledge on how to get better prices.

A Passion for Profits (One day)

BRAND NEW

This programme is specifically designed for multi-functional teams to improve bottom line performance. As a result of this programme, past clients have produced plans which very often exceed a 25% bottom line improvement.

Sessions include: the leverages of volume, cost and price upon the bottom line; the power of the 1%; managing costs in the supply chain; control of working capital; seeking price freedom; product group profitability; how to get price increases through.

What you gain: Practical, realistic and measurable action plans which genuinely demonstrate a clear bottom line improvement. Your people will understand how they can influence your profit figure.

Suitable for: Board Directors, senior managers, middle management and junior executives. Everyone who can influence the profit figure in your business should attend this superb programme.

Commercial Awareness – How to Make Your Business More Profitable (One day)

This superb workshop shows your people how a business works from a financial point of view – presented in a non financial language. All of the basics are covered as well as the skills required to improve your business performance – financially.

Sessions include: the balance sheet; the profit and loss statement; cash flow forecast; understanding cash, cash flow and working capital; plus your people will have lots of fun running their own wine bar in a business simulation which includes pricing, forecasting, cost control and controlling working capital.

What you gain: Your people will have a greater understanding of the financial basics which are fundamental to business survival and they will have a greater impact on your results.

Suitable for: Everyone within your organisation who requires a fuller understanding of the basic principles behind a successful business. Ideal for middle and junior management as well as staff down the line. Ideal for sales, marketing, finance, production and purchasing disciplines.

Sales and Business Development

Selling Basics (Two days)

This highly participative and intensive seminar has been designed to ensure that both new entrants to the sales discipline and experienced sales people who need a “refresher” operate with confidence in today’s very tough markets. Every aspect of sales - both pre sale and post sale – is covered during this programme.

Sessions include: mechanics of the sales process; managing the buying process; customer selection; customer strategies; product knowledge; product positioning; the appeal strategy; the proposal; winning profitable customers; winning competitive bids; closing the sale

What you gain: A quicker payback and more consistent and profitable results. Research tells us that well trained sales people will out perform non trained sales people by a factor of ten to one.

Suitable for: New internal and external sales people as well as experienced sales managers and sales executives who require a boost in “confidence” and “results” or who simply require a “refresher”.

Account Management – Developing Strategic Customers (Two days)

The 80/20 rule has never been more true. Your most valuable revenue stream into your business are your existing accounts and it is critical that you maintain their loyalty in an increasingly competitive environment. This programme is for experienced sales people and is usually attended after Selling Basics. Winning major accounts and building existing accounts is a strategic process. This programme has been developed to show your people how to create “business partnerships”.

Sessions include: major account development; developing major account strategies; customer positioning; product positioning; “add ons”; presenting major account proposals; management of key accounts

What you gain: A plan for developing and protecting major accounts to ensure an increase in profitable sales.

Suitable for: Everyone within the business who is responsible for particular customer accounts. An ideal programme for newly appointed account managers as well as sales people who require additional knowledge for optimising the sales relationship.

The Future of Selling (One Day)

BRAND NEW

As customers become more demanding and as access to competitor information becomes easier via the internet, the sales person must have a high level of expertise in understanding the sales process for today’s markets. Evidence has shown that selling is becoming tougher – customers have the knowledge to unbundle products and services and thus the sales person needs to be able to clearly show the “true” added value of their product or service.

Sessions include: the new challenge for the sales team; winning and developing strategic customers; managing the buying process; winning major bids; handling web auctions; making major accounts more profitable; the “customer” Director

What you gain: An invaluable insight into the way that the sales function will evolve and how you can adapt your business to ensure long term sales survival

Suitable for: Sales Directors, sales managers and sales teams who wish to adapt their behaviour to meet the demanding requirements of selling in today's markets. This programme is also suitable for Directors of other disciplines who wish to understand the changing role of sales in business.

Productive Sales Management (Two days)

This intensive workshop relates entirely to the practical day to day issues facing every sales manager in ensuring that the sales effort of each sales person in the team is maximised.

Sessions include: the role of the sales manager; the principles of motivation; time and territory management; distributor management; competitive sales strategies; selling by objectives; recruitment and retention of sales people. Building the team.

What you gain: The productivity of your sales force will increase dramatically together with improved motivation and renewed confidence.

Suitable for: An ideal programme for recently promoted sales managers, experienced sales managers and small company directors. This is also an ideal "refresher" for Sales Directors.

Profitable Negotiation

The Three Critical Dimensions of Commercial Negotiation (One day) BRAND NEW

The objective of this phenomenal programme is to identify and capitalise on the 'powers' of negotiation in today's toughening markets. This is not only a strategic session but this superb new programme focuses on the tactical views of negotiation. We have introduced the concept that 'Win – Win' is no longer a reliable objective for the approach to negotiations instead a 'Win/win when you can get win/won round' means of approaching the task is needed. This programme will produce very strong plans to counteract the pressures that your people may be experiencing by completely changing their 'mind set' toward negotiations.

Sessions include: negotiation from the procurement perspective; negotiation from the sales perspective; how to bring both positions together; tactical aspects of the "third" perspective; shortcomings of "win-win"; the new concept of "why go for win-win when you can achieve win-won round"

What you gain: A tremendous insight into the "new way to negotiate successfully", plus tactics for getting price increases on various products AND tactics for selling to the buyer profitably. Client companies have been thrilled with the results. Your people will be asked to make presentations at the end of the day – you will be amazed at the superb actions that your people produce – all of which can be implemented within at 6 months.

Suitable For: sales teams and buyers as well as directors and senior management teams.

Getting a Better Deal! (One day)

The ultimate programme covering all of the essential skills for profitable and successful negotiation. This programme is not just another negotiating course but is designed to help your people meet the often heavy handed challenges facing them in managing today's rapidly hardening interfaces between buyer and seller. The continuing downward pressure on margins makes it imperative for your people to be fully competent at negotiating prices.

Sessions include: negotiation behaviour; negotiating in practice – the critical success factors; negotiating better prices in today's toughening markets; defending your price; making winning proposals; tactical plays and counters; developing bargaining power; "games" negotiators play; dangers of discounting; concession management

What you gain: Your people will learn how to counter heavy handed ploys and tactics used by many "negotiators" and ultimately make your accounts more profitable. Your people will also identify the vital elements of negotiating better prices.

Suitable for: Anyone who needs to negotiate as part of their every day working activity. An essential programme for sales people of both smaller and complex deals.

The Kennedy Workshop (Two days)

BRAND NEW

This extremely intensive but highly participative master class workshop brings together sales people with buyers and other disciplines in a series of up to the minute case studies, exercises and simulations. All of the material is based upon the work of Dr Gavin Kennedy, one of the foremost writers and consultants on negotiation training. His many publications include: “The New Negotiating Edge”, “Everything is Negotiable”, and “Kennedy on Negotiation”.

Sessions include: This programme is built upon the Kennedy research into how negotiators behave universally. The ‘red/blue behaviour patterns’ and the ‘four phased negotiation process’ are integrated into this thoroughly practical and participative workshop.

What you gain: The opportunity to sharpen negotiating skills in a high level environment. This is a practice and development session for the more experienced negotiator.

Suitable for: Directors and senior managers from both the sales and purchasing disciplines. This is an advanced programme and those attending should have had some negotiating experience.

Telephone Sales Skills

Commercial Telephone Skills (One day)

BRAND NEW

Every telephone conversation with a customer provides an opportunity to obtain more business and to build better relationships. This programme will show your people how to structure their approach to both incoming and outgoing calls and will help them to find ways to develop new business opportunities from a proactive approach.

Sessions include: communication – the fundamentals; the use of the telephone in the sales environment; telephone basics – non professional behaviour; professional telephone disciplines; increasing sales by enhancing the package; developing crib sheets; the preparation of best practice statements.

What you gain: A more confident internal sales team able to make the most of the calls that they handle. Improved sales and better customer relationships.

Suitable for: Everyone within your organisation who deals with customers on the telephone. This includes customer service teams, telesales teams, sales executives and sales managers, plus technical and credit control.

Customer Care on the Telephone (One day)

Every communication with a customer provides a chance to obtain more business and build better relationships. This programme will show your people how to make the most of every phone call and how to satisfy your customers’ needs profitably.

Sessions include: communication – the fundamentals; professional telephone behaviour; understanding your customers; building relationships; efficient order processing; after the sale is over; a complaint is a gift; handling difficult customers; handling customer resistance

What you gain: Better sales results by building “partnerships” with your customers. Your people will also identify new skills to develop additional business and create opportunities with regular customers.

Suitable for: Everyone who speaks with your customers on the telephone including senior and middle management. Ideal for call centre teams.

Purchasing

Purchasing for Profit (One day)

This programme covers both the “tactical” and “strategic” aspects of every day purchasing activity and examines the critical success factors in major contract negotiations. It will help buyers establish lower cost relationships with suppliers and identify ways and means of helping the buyer to overcome many of the “games” sales people play.

Sessions include: price breakdown; building up the package; the importance of cost reduction; getting behind the price; supply chain management; supplier evaluation and preference; closing a better deal.

What you gain: Procurement at the lowest cost as opposed to the cheapest price is a key focus of this programme. Your buyers will develop increased confidence to counter the tactical “plays” of the sales person. You will benefit from improved profitability through effective management of the supply chain.

Suitable for: Staff who are involved in the purchasing of products or services. This includes people who are new to purchasing and non specialists who have purchasing responsibilities as part of their job function.

Communication and Team Development

Effective Communication for Profit Improvement (One day)

Our research shows that most teams do not communicate effectively with one another. This occurs at all levels within the organisation. In order to achieve corporate goals everyone needs to know how to communicate. This highly participative and enjoyable programme will help your people to improve communication, with both ‘internal’ and ‘external’ customers, for long term business growth.

Sessions include: communication – the problems; basic rules for effective communication; *Communication is the Key* (simulation); best practice for communication within your business; problem solving techniques

What you gain: Improved communication leading to business improvement in all areas. Your people will also come away with a greater feeling of ‘team work’ leading to improved motivation and confidence.

Suitable for: All departments and all levels within your business. This programme will get everyone in your teams focused on improving communications.

Effective Teamwork for Profit Improvement (One day)

Building a successful team is more than putting together a group of people. This highly participative and “fun filled” teamwork programme will help your people to understand and overcome the pitfalls to build a strong and motivated team. This highly motivating programme includes a challenging simulation designed specifically to get your people working together.

Sessions include: forming a team; the ground rules; how to overcome conflict; Johari’s window; reaching consensus; establishing performance criteria; SWOT analysis; *Eldorado* (exercise); action plans for the effective and productive development of the team.

What you gain: A confident, motivated and proactive team able to work to and improve upon agreed performance criteria.

Suitable for: Teams of all levels but particularly suited to inexperienced teams or teams who have been working together for a while but without the benefit of formal training.

Managing for Customer Care – Winning Delighted Customers (One day)

Because most Customer Care programmes are not properly managed they fall at the first hurdle. This unique programme focuses on the core of successful customer care programmes by getting Directors and senior managers looking in depth at the fundamental implications of customer care programmes. The responsibility for success is then owned and delivered by the Board and senior management. Without this ethos true customer care cannot be delivered.

Sessions include: the customer driven ethos; after the sales is over; a complaint is a gift; expectations management; handling difficult customers; motivating for customer care.

What you gain: An increase in the level of satisfied customers. Your people will focus on your customers – this is paramount for long term business survival.

Suitable for: Senior managers and Board Directors who have responsibility for customer care. This is not a ‘front line’ customer care programme.

The Leadership Challenge (One day)

A successful leader needs to understand how to inspire team members to have confidence in themselves. This is a highly participative programme for all levels of management that will help improve the performance of any team.

Sessions include: managing teams; support and motivational skills; monitoring teams and results; time management techniques; team briefings – how to get maximum input and optimum output;

What you gain: You will develop high performance leaders who understand the skills of successful leadership. You will increase staff retention and motivation amongst your people.

Suitable for: Directors, managers, supervisors and leaders of internal teams and outsourced “partners”.

Other Highly Specialised Programmes

In addition to the programmes above, we also have a range of workshop programmes designed specifically for particular market sectors. Below are just a few of our best selling programmes however we do have specific programmes for companies in most industry sectors. If you would like further information on these programmes please call us now.

Managing Your Distributors (One day)

This is an essential programme for companies using distributors. You will learn how to gain maximum profit opportunities from your distributors.

Managing in a Downturn – Shaping Your Business for the Future (One day)

This programme has been developed to assist companies whose market sector is threatened by a downturn or whose market is experiencing tough times ahead. It provides your people with invaluable skills for maintaining margins, prices and customers in difficult times. This programme can be tailored to many different market sectors.

Winning Profitable Sales – for Service Companies (One day)

Getting your people to sell an intangible product is a complicated process. There are different tactics that your people are required to pursue – it is vital that your people understand this and have the appropriate skills to win business against the competition.

Profitable Negotiation Skills for Housebuilding Companies

BRAND NEW

Negotiating for improved profits within the housebuilding sector is a unique skill. This programme is for everyone who can influence the profit figure including site managers, contractors, customer care teams, sales managers and directors.

How we can work with you

Executive Support Programmes

By working together with you over a long period of time – from say 6 months to 18 months you will gain maximum results from your investment. This includes extensive research and design, one to one coaching, group work, post programme reporting, ongoing feedback and support to you team and all designed to suit you. We work with you as your partner.

With the Executive Support Programmes you have the opportunity for instance of our working with all of your sales people – you might want one to one coaching for your sales managers whereby we will accompany them in the field, and then you might want group work for your sales executives. However everyone participating would have their own custom designed personal development plan.

Open Seminars

Most of the programmes listed are held as open workshops throughout the UK. Numbers are limited at each programme to ensure maximum participation and optimum results. **Call us now for forthcoming dates.**

Custom Designed In House Seminars

All of the programmes featured can be tailored to your own business for both individual and corporate development. You can choose the venue, the timings and the preferred duration to suit your operation and your budget. You can select a combination of one, two or even three of the above programmes so as to ensure that your objectives are met.

Conference Work

If you are searching for expert and dynamic speakers to make your next conference an event to remember we can provide outstanding presenters who can inspire, entertain, motivate and inform both large and small audiences.

About Patrick Harlington of Ansa Business Development

Patrick Harlington delivers programmes across Europe, Australia and the Far East to blue chip corporations and private companies, large and small. His refreshing style and “no nonsense” approach to the problems and opportunities of client companies has made him a much sought after seminar and conference leader.

Predominant focus upon all aspects of pricing, strategic selling, account management, negotiation skills and purchasing has generated tremendous worldwide demand, from leading industrial companies, for his profit improvement programmes.

About Marianne Bennett of Ansa Business Development

Marianne Bennett works with client companies worldwide specifically on the subjects of teambuilding, leadership skills, telephone skills, customer care and effective communication. With her strong interpersonal skills and excellent commercial ability Marianne provides client companies with leading edge Management Development and Customer Care programmes designed to improve profitability in both the short and long term.

Marianne has over 25 years of experience at senior management level with responsibilities for the profitability of multi site units together with the measured performance and development of management teams.

About Debbie Jackson of Global Strategic Promotions

Debbie Jackson has over twelve years experience at senior management level in the fields of marketing, event promotions and sales. Global Strategic Promotions are an agency offering client companies worldwide expert marketing and sales support – we carry out all functions pertaining to improving sales & marketing promotions within your business.

Here at GSP we work with you as a marketing and sales partner. We are on hand to support your business. We are similar to an “employee” but the benefit is that we are much less expensive! Global Strategic Promotions are agents for Ansa Business Development with the “mission” to provide clients with high quality training and consultancy work to “improve business performance.”

Just a few of the clients we have worked with: Ambi-Rad Ltd. Festo Ltd. Forward Corp. S.A. Marshalls plc. Orica Pty. Pilkington plc. Prowting Homes plc. Rexam Group plc. Ronseal Ltd. Smith & Nephew plc. Thames Valley Controls Ltd. Turck Banner Ltd. Union Steel Pty. Urschel Int. Ltd. USF Surface Preparation, Wolstenholme Int. Ltd.

What to do now?

Call Debbie Jackson of Global Strategic Promotions on 01634 314176 or Marianne Bennett of Ansa on 01405 704802 for an informal discussion about your requirements or we can send you a Client Assessment Document to complete. All information will be treated in the strictest of confidence.

Or email debbie@gs promotions.com

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