



**upDATE**  
**Gesellschaft für Beratung und Training mbH**

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**Sales**

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# Basic Training



## Communication in Sales

### Target Group

(Inside Sales) Employees

### Learning Target

The participants will become aware of tools for a successful interview structure and will be able to transfer these to their daily sales work.

### Content and Value

Communication in sales training includes different components.

#### Component: Tasks and Challenges of Employees in their Companies

The following content is part of this component:

- Employee tasks in inside sales
- Expectations and knowledge of customer
- Expectations and knowledge of contractors
- Challenges for inside sales employees

The aim of this component is for participants to become clear about tasks in inside sales and expectations of customers and contractors. In this way, the participants are sensitised for new challenges.

#### Component: Communication and Perception

The following content is part of this component:

- The first impression on the telephone and the importance of subjective perceptions
- The meaning of the perception of the self and the other
- The importance of the voice on the telephone
- The power of the spoken word – the effect of positive language and professional formulation on the customer

The aim of this component is sensitizing the participants to the effect of language and voice, so that they can make more efficient and customer-oriented phone calls in the future.

#### Component: Preparation of the Interview

The following content is part of this component:

- Tools for the systematic interview preparation
- Choice of the interview partner

The aim of this component is for the participants to recognise that 90% of success is dependant on organisational, content and personnel preparation.

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### **Component: Negotiation**

The following content is part of this component:

- The first impression stays – the professional entry into a conversation and the resulting effect on the customer and the successful negotiation
- Different kinds of questions and where they are applied
- The meaning of the need-qualification
- Questions that lead to sale – the “OPAL” questioning technique and its importance in creating the need for action.
- The importance of active listening for successful sales conversations
- The creation of a value rationale and its value for successful sales
- Professional handling of customer doubts or the answer to the question: can a 'no' from the customer become a successful closing?
- The generation of a closing or a concrete disposition
- The positive closing of negotiations

The target of the component is to make participants aware of essential tools for successful sales conversations, which which they can lead successful, customer-oriented sales negotiations in the future.

### **Component: Time- and Self-Management**

The following content is part of this component:

- Structure and targets of 90-day plan

The aim of this component is to give participants a tool, with which they can plan and carry out their tasks in the future.

### **Duration:**

2 days

### **Investment per Person:**

Individual training and price upon application

### **Numbers of Participants:**

Maximum: 12

Minimum: 4

### **Workshop Leadership:**

Our consultants successfully work in sales and have multiple years of experience using our methods. All Information exchanged in the workshop is confidential.



## Methodical Approaches in Sales

### Target Group

(Sales) Employees

### Learning Target

After the workshop, the participants are knowledgeable about all components of a successful sales process and can apply these in practice.

### Content and Value

The following content is part of this component:

- Analysis of strengths and weaknesses
- Sales cycle
- Planing instruments:
  - o Sales funnel
  - o Capacity planning
  - o Target customers
  - o 90-day plan
- Business one-pager
- Elevator speech

#### Component: Analysis of Strength and Weaknesses

The aim of the analysis of strengths and weaknesses is to identify achievement elements, that can be used at any point in time, in order to create an advantage. It shows how everyone can use his or her strengths and weaknesses, in order to be in a better position in front of ones customer. It also highlights the areas in which each person has his or her weaknesses and looks at how these weaknesses can be avoided.

The aim of this component is to help each participant understand the importance of a strength and weakness analysis and apply it to his or her project, the competition as well as gained or lost contracts.

#### Component: Sales Cycle

In this component the different components of the ideal sales process as well as the necessary steps will be developed.

The aim of this component is to ensure that every employee can develop the ideal sales process for his or her project.

#### Component: Planing Instruments

**I**n this component, tools for goal-oriented capacity planning as well as target-customer and turnover planning will be introduced.

The aim of this component is to make sure that participants are able to plan the use of their resources as well as their turnover and their target-customers.

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**Component: Business One-Pager**

In this component, participants develop one-pagers for different sectors. These are composed of the following questions:

- What makes up the sector?
- What are the business drivers?
- Who are the customers of your customers?
- What topics can be addressed?
- What are the arguments regarding individual participants of the buying centre?

The aim of this component is to make sure that the participants are able to make detailed observations of the sectors that they work with, in order to use these as the basis of their sales strategies.

**Component: Elevator Speech**

The aim of elevator speech is to receive attention **without** having specific information and to motivate the customer to have a meeting or participate in further negotiations. The preparatory tasks like the sectoral one-pager are important for this to be successful.

The aim of this component is for participants to know how elevator speech is made up and how to apply it in practice.

**Duration:**

1,5 days

**Investment per Person:**

Individual training and price upon application

**Number of Participants:**

Maximum: 12

Minimum: 4

**Workshop Leadership:**

Our consultants successfully work in sales and have multiple years of experience using our methods. All Information exchanged in the workshop is confidential.



## Management Styles According to the LIFO<sup>®</sup>-Method

### Target Group

Executive Managers, Sales Managers

### Learning Target

Participants will become aware of different management styles and will be able to transfer these to the LIFO<sup>®</sup>-Method. The participants are aware of the meaning of a coherent leadership.

### Content and Value

This workshop deals with the four different behavioural patterns of the LIFO<sup>®</sup>-Method and its importance for leadership styles.

The following content will be looked at:

- Leadership styles according to academic research, in connection with the LIFO<sup>®</sup>-Method
- Perception of leadership tasks in the various LIFO<sup>®</sup>-Styles
- The meaning of coherent leadership
- The reactions of LIFO<sup>®</sup>-Styles to stress situations and dealing with stress
- Outlook conflict management

### Duration:

2 days

### Investment per Person:

Individual training and price upon application

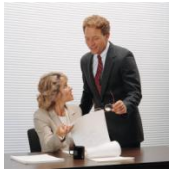
### Number of Participants:

Maximum: 8

Minimum: 4

### Workshop Leadership:

Our consultants successfully work in sales and have multiple years of experience using our methods. All Information exchanged in the workshop is confidential.



## Appraisal Interviews According to the LIFO<sup>®</sup>-Method

### Target Group

Executive Managers, Sales Managers

### Learning Target

Participants will become aware of LIFO<sup>®</sup>-Method and will be able to operate the four behaviour-styles.

### Content and Value

This workshop deals with the four different behavioural patterns of the LIFO<sup>®</sup>-Method and its importance for daily leadership.

The following content will be looked at:

- Tasks and qualifications of managers
- What do we need typologies for?
- The LIFO<sup>®</sup>- history
- Processing of a LIFO<sup>®</sup>-sales-style-questionnaire<sup>1</sup>.
- Description of behavioural styles and their core values
- Employee behaviour according to LIFO<sup>®</sup>-Style
- Motivational behaviour of a manager in the various LIFO<sup>®</sup>-Styles
- Composition of a staff appraisal

After the workshop, the participants are familiar with the different driving forces behind each behavioural style. They can recognize styles and deal with them.

### Duration

2 days

### Investment per Person:

Individual training and price upon application

### Number of Participants:

Maximum: 8  
Minimum: 4

### Workshop Leadership:

Our consultants successfully work in sales and have multiple years of experience using our methods. All Information exchanged in the workshop is confidential.

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<sup>1</sup> The LIFO<sup>®</sup>-sales-stlye-questionnaire helps to understand why successes and failures happen in our sales process. The questionnaire helps to understand ones own behavior.



## Project Management

### Target Group

Executive Managers, Sales Managers

### Learning Target

Participants become acquainted with tools for project planning, accomplishment and controlling. Furthermore, they deal with their roles and tasks as project managers.

### Content and Value

The following content is part of this training:

- nature and content of project management
- Value, criteria and factors for success
- Project order and targets
- Successful start and set-up of projects
- Structural organisation
- Project planning
- Project acquisition
- Information and communication in projects
- Project control

### Duration:

3 days

### Investment per Person:

Individual training and price upon application

### Numbers of Participants:

Maximum: 8

Minimum: 4

### Workshop Leadership:

Our consultants successfully work in sales and have multiple years of experience using our methods. All Information exchanged in the workshop is confidential.



## Business Foundations for Managers

### Target Group

Executive Managers, Sales Managers

### Learning Target

The participants get to know the effects of the value creation chain on the profit and loss statement of a business. With the help of a business game, participants create a profit and loss statement and a balance sheet. Participants learn the most important operating figures and final controlling elements in business management.

### Content and Value

- A businesses value creation chain
- Business operating figures and business management
- Profit and loss statement
- Balance sheet

### Duration:

1 day

### Investment per Person:

Individual training and price upon application

### Number of Participants:

Maximum: 8

Minimum: 4

### Workshop Leadership:

Our consultants successfully work in sales and have multiple years of experience using our methods. All Information exchanged in the workshop is confidential.





## Workplace Organisation for Field Sales Employees

### Target Group:

External Sales Employees

### Learning Target

As an external sales agent, I operate as a lone fighter and am distance-managed. As an external sales agent, I am confronted with the following challenges:

- How do I deal with my freedom as an external sales agent?
- How do I plan my day and how do I deal with eventualities?
- How do I organise my tasks per day, per week, per month and per year?
- How do I prepare my sales area, in order to reach my goals?

The participants will be able to apply these themes themselves after the training and will have completed a personal implementation plan.

### Content and Value

Personal recognition of weak-points and using processes and tools.

### Duration:

2 days

### Investment per Person:

Individual training and price upon application

### Number of Participants:

Maximum: 8

Minimum: 4

### Workshop Leadership:

Our consultants successfully work in sales and have multiple years of experience using our methods. All Information exchanged in the workshop is confidential.

**Advanced Training  
> 6 Months of Corporate  
Affiliation**



## Sales Training According to the LIFO<sup>®</sup>-Method – Behaviour-Based Sales

### Target Group:

(Sales) Employees

### Learning Target

Participants will be aware of their own sales style during favourable and unfavourable situations in terms of strengths and possible overstatements.

The training helps the participants understand themselves and the customer's sales behaviour. Moreover participants can direct their sales strategy towards the customer.

### Content and Value

The training deals with the four different behaviour-styles according to LIFO<sup>®</sup>-Method and its importance for daily sales work.

The following components are part of this training:

- What do we need typologies for?
- The LIFO<sup>®</sup>- history
- Processing of a LIFO<sup>®</sup>-sales-style-questionnaire<sup>2</sup>.
- Description of behavioural styles and their core values
- Levels of LIFO<sup>®</sup>- questionnaire (intend – attitude – effect).
- Recognition of LIFO<sup>®</sup>-customer styles
- Recognition of LIFO<sup>®</sup>-sales styles
- Recognition, exposure and overcoming of specific customer fears
- Development of specific conversation strategies and questions or the answer to the question „how to sell depending on sales styles“
- Value proposition

### Duration:

2 days and 4 x 2 hours

### Investment per Person:

Individual training and price upon application

### Number of Participants:

Maximum: 8

Minimum: 4

### Workshop Leadership:

Our consultants successfully work in sales and have multiple years of experience using our methods. All Information exchanged in the workshop is confidential.

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<sup>2</sup> The LIFO<sup>®</sup>-sales-stlye-questionnaire helps to understand why successes and failures happen in our sales process. The questionnaire helps to understand ones own behavior.



## Strategic Approaches to Sales

### **Target Group:**

(Sales) Employees

### **Learning Target**

Participants will become aware of the importance of the buying centre and will be able to adopt new cognition for their daily work.

### **Content and Value**

The trainings deals with all parties of the buying centre, their business as well as individual targets, their pressure to act, their challenges and possible needs.

The participants create a transparent picture of the different actors involved in the buying centre together, in order to be able to target these better in the future.

Additionally, this workshop will use the OPAL-Technique to have a deep look at the buying centre, in order train participants how to create the need for action in negotiations.

### **Duration:**

0,5 days

### **Investment per Person:**

Individual training and price upon application

### **Number of Participants:**

Maximum: 12

Minimum: 4

### **Workshop Leadership:**

Our consultants successfully work in sales and have multiple years of experience using our methods. All Information exchanged in the workshop is confidential.



## Trade Fair Training

### **Target Group**

(Sales) Employees

### **Learning Target**

Participants will become aware of professional trade fair performance.

### **Content and Value**

The following components are part of this training:

- Structure of a trade fair interview – from first contact to completion
- Importance of body language
- The commercial paper
- Post processing of a trade fair

### **Duration:**

1 day

### **Investment per Person:**

Individual training and price upon application

### **Number of Participants:**

Maximum: 8

Minimum: 4

### **Workshop Leadership:**

Our consultants successfully work in sales and have multiple years of experience using our methods. All Information exchanged in the workshop is confidential.



## Appraisal Interviews for Personnel Development

### Target Group

Executive Managers, Sales Managers

### Learning Target

The participants will be aware of the importance and relevance of appraisal interviews. They know this to be a tool for cooperative management and business success.

### Content and Value

The following components are part of this training:

- Spirit and purpose
- Structured preparation
- Structure
- Post processing and documentation

### Duration:

0,5 days

### Investment per Person:

Individual training and price upon application

### Number of Participants:

Maximum: 8

Minimum: 4

### Workshop Leadership:

Our consultants successfully work in sales and have multiple years of experience using our methods. All Information exchanged in the workshop is confidential.

**Professional Training  
> 12 Months of Corporate  
Affiliation**



## **Consultative Selling E-Learning and Instructor-Led Training**

### **Target Group**

(Sales) Employees

### **Learning Target**

The participants get to know practice-oriented approaches to complex sales. The participants' current sales projects are analysed and action plans are created, in order to win the project.

### **Content and Value**

- Understanding the customer's value creation chain
- Project qualification-matrix
- Approaching the customer's "buying centre"
- Recognizing the customer's value potential in their value creation chain
- Building up a value proposition according to the buying centre
- Competition watch
- Joint action plans

### **Duration:**

1,5 days

+ 4-10 hours personal preparation of the participant

### **Investment per Person:**

Individual training and price upon application

### **Number of Participants:**

8-10 participants

### **Workshop Leadership:**

Our consultants successfully work in sales and have multiple years of experience using our methods. All Information exchanged in the workshop is confidential.



## Account Planning & Strategy

### Target Group

(Sales) Employees

### Learning Target

Participants get to know approaches to creating an account plan. They connect their actual know-how about the account to the missing information. In the end they have created a specific account plan for one of their most important customers.

The second part of the training is used for reviewing and implementing the account plan, as well as collegial coaching.

### Content and Value

- Collecting and using background information
- Customer-SWOT
- Idea generation phase
- Implementation of quantitative and qualitative measures
- Influence of account planning on sales funnel
- Influence on personal time schedule

### Duration:

1+1 day

### Investment per Person:

Individual training and price upon application

### Number of Participants:

8-10 participants

### Workshop Leadership:

Our consultants successfully work in sales and have multiple years of experience using our methods. All Information exchanged in the workshop is confidential.



## Coaching Basics and Procedures of on-the-Job-Training According to the LIFO<sup>®</sup>-Method

### Target Group

Executive Managers, Sales Managers

### Learning Target

Participants know the difference between coaching and on-the-job training, the importance of coaching for managers and approaches to on-the-job training.

### Content and Value

The training deals with the importance of coaching in the role of a manager and approaches to on-the-job training.

The following components are part of this training:

- Differentiation and dissociation between coaching and on-the-job training
- Schedule of a coaching-process and schedule of an on-the-job training process
- Working, using a toolbox (coaching and on-the-job training)
- Conscientiously use of these tools
- Coaching and on-the-job training, practical use – specific advantages

### Duration:

1,5 days group training + 0,5 day for each manager: coaching the coach

### Investment per Person:

Individual training and price upon application

### Number of Participants:

Maximum: 8

Minimum: 4

### Workshop Leadership:

Our consultants successfully work in sales and have multiple years of experience using our methods. All Information exchanged in the workshop is confidential.



## Successful Conflict Management for Managers

### Target Group

Executive Managers, Sales Managers

### Learning Target

Participants will become aware of relevance and effects of conflicts. They will find out what to do how in a conflict-solving talk.

### Content and Value

The following content is part of this training:

- The meaning of conflicts
- Methods for conflict analysis
- Types of conflicts
- Conflict resolution
- Structure and preparation of conflict-solving talks
- Support of LIFO<sup>®</sup>-Method in conflict situations

### Duration:

2 days

### Investment per Person:

Individual training and price upon application

### Number of Participants:

Maximum: 8

Minimum: 4

### Workshop Leadership:

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## Project Management Foundations

### Target Group

(Sales) Employees

### Learning Target

Participants become acquainted with tools for project planning, accomplishment and controlling. Furthermore, they deal with their roles and tasks as project managers.

### Content and Value

The following content is part of this training:

- nature and content of project management
- Value, criteria and factors for success
- Project order and targets
- Successful start and set-up of projects
- Structural organisation
- Project planning
- Project acquisition
- Information and communication in projects
- Project control

### Duration:

3 days

### Investment per Person:

Individual training and price upon application

### Number of Participants:

Maximum: 8

Minimum: 4

### Workshop Leadership:

Our consultants successfully work in sales and have multiple years of experience using our methods. All Information exchanged in the workshop is confidential.



## Personal Coaching

### Target Group

(Sales) Employees

### Content and Value

Personal coaching is the most individual and intensive kind of behaviour-training. The coach decides on the content of the coaching agenda on his own. As and when required, the LIFO<sup>®</sup>-Method can be used.

The coach is and remains a trusted advisor between and after coaching.

### Examples of Personal Coaching:

#### Sales:

- Coaching in strategic and tactic relationship management
- Preparation of complex and challenging situations
- Qualification for sales-tasks
- Coaching in negotiation and communication skills

#### Personnel Management

- Qualification of management skills
- Support for challenging and crises situations
- Support for team building processes
- Coaching in moderation and presentation skills
- Preparation of meetings
- Coaching in negotiation and communication skills

#### Individual Advancement:

- Support for career management
- Assistance in uncertainties of role models

#### Requirements:

The basis for a sustainable and successful personal coaching is mutual trust between the person being trained and the coach. If there is no good chemistry, this individual and intensive kind of behaviour-training can't work. The coach is a temporary friend of the person undergoing training.

#### Preliminary Talk with the coach

- Definition of coaching objectives
- Setting of the agenda
- Coaching
- Review

#### Investment per Person:

Price upon application

#### Workshop Leadership:

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