



Sales training & development
for the
**construction
products industry**

OPEN COURSE GUIDE
improving sales performance



About KSA

KSA Sales Solutions is one of the UK's leading sales development organisations, operating specifically within the construction industry. We are well known for helping to maximise the sales potential of construction products manufacturers, building material distributors and contractors. All KSA's trainers have substantial industry background, enabling them to train not only skills, but market knowledge too - vital in today's economic climate.

Whether you are an HR professional, sales manager or managing director, KSA's open training courses will show your team:

- **Why selling in a recession takes specific skills**
- **Tried and tested techniques to optimise your sales opportunities**
- **How to drive a sale from design to order**
- **How skills learned on the course can be put to use immediately in the workplace**

By only servicing the construction sector, you can be sure that our non-residential open courses are relevant, practical and industry-specific, focusing on the issues and challenges of your industry and keeping you ahead of the competition.

Numbers of participants are always limited to maximise learning potential, and because you may choose to send only one or two individuals on one of our courses, rather than the whole team, time spent "off the road" is therefore minimised.

With **prices starting from only £345** per delegate, our open courses offer you the most cost effective sales training solutions available.

To find out more about our open sales courses, venues and dates, telephone us today on **01189 402981** or email info@ksa-ss.co.uk.

Maximising sales in a tough market

Issues

In a market downturn it is even more vital for companies to create and convert sales opportunities. Taking the right approach with the most appropriate person at a vital stage of the design to order process and having the key skills necessary to take advantage of the opportunity created will make this happen.

Benefits

- Gain more qualified sales meeting
- Be more influential with the right people at the right time
- Gain more business at better margins
- Improve conversion rates
- Retain more valuable customers
- Develop 'sales-improving' personal action plans

Programme

Creating opportunities

- Develop a good understanding of the selling process from design to order
- Recognise the stages where you and your company can best influence
- Identify who needs to be seen, when and why
- Understand how the different types of contracts should be approached
- Be aware of the varying pricing processes

Converting opportunities to orders

- Proactively manage a sales area to maximise selling time
- Effective project tracking
- Successfully sell the appointment
- Obtain the right information to confidently identify key customer issues and drivers
- Present value adding offers that stand out from the competition
- Vary the sales approach to gain the most business from new and existing customers

To help participants gain the most out of the session group discussions and activities, all are based around the construction products industry.

Cost per participant £590.00 to include refreshments, lunch, course notes and personal action plan.



Successful sales management

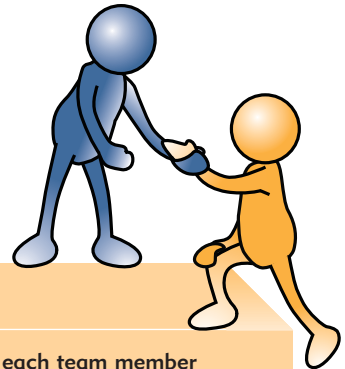
Issues

In a market downturn where cost cutting and redundancies are common place, it is even more vital for sales managers to keep their team motivated and focused to gain profitable sales in line with company objectives. Being able to manage their team to maximise their selling time whilst ensuring each sales person is performing to the best of their ability is vital.

This course will enable sales managers to succeed in directing, coaching and appraising their sales team's performance, in line with the company's objectives.

Benefits

- Create a sales team who wants to sell and believes it can sell
- Increased sales at better margins which meet company expectations
- Enhanced sales team performance
- Increased available selling time
- Knowledge of how to move the sales team forward



Programme

- Learn the different approaches which will successfully motivate each team member
- Set the right targets and key performance indicators to drive results
- Understand key coaching principles and skills which will enhance sales performance
- Reduce selling down time, off road costs and geographical limitations by virtual management
- Identify the sales team's strengths and weaknesses through objective appraisals
- Effectively communicate key messages

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Securing 'tight' specifications

Issues

Final product selection for the majority of projects has many influencers. Specifiers want to know that construction products manufacturers and suppliers can confidently offer cost effective, practical solutions for their design issues.

The salesperson who understands the specifier's world; their needs, concerns and what is important to them, is much more likely to prove this and secure the sought after projects.

This course will enable participants to deepen their knowledge and understanding of the key areas within the specification market and how they can best approach the decision makers and influences to maximise opportunities for success.

Benefits

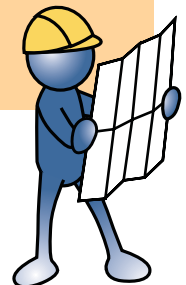
- Gain a greater understanding of the specifier's world
- Learn how to influence specifiers
- Successful approaches for all types of specification
- Identify the most effective selection of contracts
- More accurate identification of the right projects to track
- Secure more specifications
- Reduce the risk of specification breaking

Programme

- The specification process from design to the start on site
- Project tracking
- The benefits/challenges of selling to the construction industry
- The various types of specification
- The different types of projects/contracts and how they should be approached
- How to build long term relationships with the specifier
- Timing issues
- Project influencers /project decision makers

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Knowledge

"One of the most relevant training courses I have attended"
Under floor heating manufacturer

Skills

effective
habits

Attitude

"Inspiring, motivational and fun, I had a great day and picked up loads of things to use in my new job"
Construction products distributor

Enhancing sales and management performance through the positive development of effective habits

"It was great to be on a course where the trainer really understood my industry; it made a real difference to what I learned"
Construction products distributor

Designed for you

Flexible training to meet your needs

In addition to open courses, KSA also provides flexible in-house training and consultancy services, to match your needs and requirements.

Having really understood your individual sales drivers, objectives and issues, we will then design and deliver bespoke in-house training, focused on proven strategies and solutions to meet your most important challenges, at a time to suit yourself and a cost which won't over-stretch your budget.

Our bespoke sales training ensures minimum time off the job and maximum retention of information, enabling us to offer the most cost-effective solutions for your business.



For information on all our courses and services, contact KSA Sales Solutions on **01189 402981**, email mail@ksa-ss.co.uk or visit our website at www.ksa-ss.co.uk

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