

Business Success Seminars 2011



Stand out selling **Killer presentations**

EFFECTIVE NEGOTIATIONS Body talk

Creating outstanding relationships

Turning passion into results CREATE IMPACT

Unleash your potential

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Organised by

ISMM
The Institute of Sales & Marketing Management

Business Success Seminars



ISMM business success seminars are platforms for developing your potential and significantly raising your business performance. The sessions provide a host of thought-provoking ideas and practical tips for maximising sales and winning new business.

- Improve your knowledge and skills
- Network with other sales professionals
- Access the latest tools and techniques
- Q&A sessions with leading authorities in sales
- Build new business contacts
- Have an enjoyable, thought-provoking evening

DERBY Thursday 27th January

Stand Out Selling

ANDY PRESTON www.AndyPreston.com



- Learn how to TRULY differentiate yourself from the competition
- Understand how to use 'Digital Selling' to make more sales
- Reduce (or eliminate) price objections for good
- How to sell (and win) against competition and 'existing suppliers'
- Learn how to smash your targets every month!

The Derbyshire Hotel, Carter Lane East, Derby, DE55 2EH

Killer Presentations

NICK OULTON www.m62.net



- How do you use your pitch to win the deal?
- How do you make sure your audience pay attention during your pitch?
- How do you make them remember you rather than the competitor?

Learn how to make your presentations impressive, engaging and memorable... kill the competition not the audience?

LONDON Thursday 3rd February

It's a Deal – Secrets of Effective Negotiation

CAROLE SPIERS www.carolespiers.co.uk



- Research the market, pinpoint opponents' strengths & weaknesses, prepare your answers
- Negotiate over cost of products and services, compromise if necessary, keep a walk-away option by referring decisions elsewhere
- Establish rapport, achieve the win-win sensation for both parties, learn negotiation skills so you can win orders and get your team on your side.

West One, 9-10 Portland Place, London W1B 1PR

Pitching to Win

ALEX McPHAIL www.rogensi.com



How do you improve conversion rates, influence key stakeholders, improve rapport and ask even better questions?

This session will explore ways to make your messaging highly persuasive, help you to adapt your communication style to create instant rapport and give you insight into rogensi's patented methodology for the planning stages of any pitch.

SWINDON Thursday 17th February

Body Talk for Business – Can You Walk the Talk?

RICHARD NEWMAN www.ukbodytalk.com



Do you want to have more presence and authority? Do you want to sell more, or simply be more persuasive? You will learn:

- How to get better results from networking, presentations, sales and negotiations
- Advanced body language skills
- The six key elements of body talk that will give you the extra edge and make everything you say more compelling.

De Vere Shaw Ridge Swindon, Whitehill Way, Swindon, SN5 7DW

Be Extraordinary in Extraordinary Times

ROBERT CRAVEN www.directorscentre.co.uk



Being good enough is no longer good enough. Seize the opportunity and understand how to make things work for you.

- Ten things to do in the next ten days to get extraordinary results
- Why should people bother to buy from you when they can buy from the competition?
- How to deliver extraordinary results.

LEEDS Thursday 24th February

How to Have Great Ideas with No Budget and No Time

KENNY HARRIS www.headsurfing.co.uk



Lack of budget is a fact of life but it doesn't need to mean a lack of ideas. You will learn:

- How to generate more ideas, better ideas, more quickly and more often
- Which cultural conditions allow creativity to thrive – or collapse

- A set of hands-on, easy-to-use techniques to help generate great ideas on your own or with your team.

Oulton Hall, Rothwell Lane, Oulton Leeds, LS26 8HN

How to Outsell, Outclass & Outmanoeuvre Your Competition

GAVIN INGHAM www.gavingham.com



- Discover why most salespeople can't sell any more and why your mindset could be costing you clients, sales and money
- Use real-world strategies and techniques to catapult yourself to 'sales rockstar' status!
- Get more motivated, be more proactive and learn killer sales moves that will make you smash your sales targets and goals.

CESHUNT Thursday 3rd March

How to Stop Selling and Help People Buy

GRAHAM PHELPS www.grahamphelps.com



People buy on emotion and justify with fact. The decision-making process involves certain 'unconscious' psychological factors. Learn what these are and how to influence them:

- How to tap the hidden power of 'story selling'
- Understand sketch pad presenting

- Learn about persuasive right-brain language patterns
- Know the six tools of influence.

Theobalds Park, Lieutenant Ellis Way, Cheshunt, Hertfordshire, EN7 5HW

Turning Passion into Results

JEREMY MALINDINE www.finessesalestraining.co.uk



- Discover how your beliefs will drive your results and how to remove limiting patterns of behaviour
- Understand how to influence the behaviours of those around you and lead them to great things

- Take charge of your results and re-ignite your passion.

DUNDEE Monday 14th March

Creating Outstanding Relationships at Every Step of the Sale

ANDY LOTHIAN AND LYNNE-MARIE HOWDEN www.insights.com



The nature of selling has changed. Today customers want a trusted advisor to actively manage the process of value creation within their business.

Andy Lothian, CEO at Insights, will welcome you to Insights' global HQ. Lynne-Marie Howden, Director of Sales and Marketing at Insights, will discuss:

- How to help salespeople build customer relationships quickly and effectively
- The Insights six-step sales process to make the small changes that deliver the biggest results

- How to create real value for your customers by matching your organisation's unique capabilities to their unique needs.

Insights Learning and Development Ltd, Terra Nova, 3 Explorer Road, Technology Park, Dundee DD2 1EG



Promote your products and services to delegates

Superb opportunity to promote products and services at the seminars £60 + vat (ISMM members) £120 + vat (non-members). You will be entitled to:

- A stand at the seminar
- An opportunity to collect business cards from delegates

- Enclose your company details in the delegate pack
- Tickets to the event for your colleagues
- Network with the many business people who attend



Contact June Kelly at jkelly@ismm.co.uk or call 01582 840001

FARNBOROUGH

Thursday 31st March

Lateral Leadership: Unleash Your Potential

PAUL SLOANE www.destination-innovation.com



- Why lateral leadership is the key to driving innovation
- How to harness the power of lateral thinking
- Ways to develop innovative approaches for success in a competitive marketplace.

Village Farnborough, Pinehurst Road, Farnborough, Hampshire, GU14 7BF

Create IMPACT Each and Every Time: The IMPACT Code

NIGEL RISNER www.nigelrisner.com



I = In the room: if you're in the room, be in the room. M = Model from the best: watch, learn, do, succeed. P = Passion & Purpose: chase your passion, not your pension. A = Action: when all is said and done, much more is said than done. C = Comic Relief: if you're not having fun, why are you doing it?? T = Trust: without trust, you're finished before you start.

HANDFORTH (NR MANCHESTER)

Thursday 7th April

It's Time to Create Your Own Economy

MOLLY HARVEY www.corporatesoultd.com



- Now more than ever it's time to create your own economy.
- Discover why the enemy of greatness is security
 - Find out what the people currency of the future is
 - Learn the two reasons why most businesses fail and 'how to turn it around now'
- Take away practical tips to implement in your business.

Menzies Pinewood Hotel, 180 Wilmslow Road, Handforth, Cheshire SK9 3LG

Mental Toughness: How to Learn it and Win More Sales

CHRIS HUGHES www.thehughescompany.co.uk



Mental toughness is about having the right mindset, knowing how to deal with rejection and other knockbacks and behaving in the right way to create success.

This workshop will give you tools and techniques to increase sales via mental toughness and increase activity, therefore increasing sales.

READING

Thursday 14th April

Mind the Gap: Build Better Connections with Customers

GRAEME CODRINGTON www.graemecodrington.com



- Increase sales by creating generational targeted messages and collateral
- Learn the real power of connecting with the expectations and values that drive consumer behaviour
- Increase your understanding of colleagues, customers, family and friends, and discover practical tips for improving your relationships with them.

Wokefield Park, Mortimer, Reading, Berkshire RG7 3AE

Creating Magical Results

OLIVER MEDILL www.rogensi.com



This session explores the science behind conditioning and how emotional intelligence plays a major part in rewiring our brains. It sheds light on how to bridge the gap between 'common sense' and 'common practice'. It is a practical insight into the pitfalls of conditioning, focusing on the behaviours that drive people's responses to the way they work, to their customers, and to the environment they are in.

DAVENTRY

Thursday 12th May

Seven Steps to the Perfect Appointment to Increase Sales

ASHLEY LATTER www.thesellingcoach.com



- Build stronger relationships with your customers by putting them at ease so they like you instantly
- The five key questions you can ask to uncover thousands of pounds worth of opportunities
- Develop the language to influence your customers and motivate them to take action.

Staverton Park, Staverton Park, Daventry, Northamptonshire NN11 6JT

Playing to Win: How to Adapt Your Skills Across Cultures

DR DEBORAH SWALLOW www.deborahswallow.com



Whether corporate or national cultures, you need to understand drivers and motivators of each culture to successfully sell to them.

- How to analyse different cultures
- What are the four dominant cultures
- The 'hot buttons' for each cultural type
- How to adapt your marketing and sales message for each culture

GLASGOW

Thursday 2nd June

Stand Out Selling

ANDY PRESTON www.AndyPreston.com



- Learn how to TRULY differentiate yourself from the competition
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- Learn how to smash your targets every month!

Glasgow Hawks RFC, Old Annesland, 689 Crow Road, Glasgow G13 1PL

How to Have Great Ideas with No Budget and No Time

KENNY HARRIS www.headsurfing.co.uk



- Lack of budget is a fact of life but it doesn't need to mean a lack of ideas. You will learn:
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MAIDSTONE

Monday 6th June

Sales Management Master Class

DON MOORE www.salestroublesooter.co.uk



- Understand your 'management style' – a time for self reflection
- Identify where team members are using the 'Skill Will model' and understand how to help them perform better
- Learn to focus on the behaviours that get the results not the results themselves.

Village Maidstone, Castle View, Forstal Road, Sandling, Maidstone, Kent ME14 3AQ

Delivering More with Less: A Recipe for Motivation

STEVE HEAD www.stevehead.co.uk



Ingredients: 1 cupful of self belief, 3oz of clarity, 4kg of building on your strengths, a large portion of understanding the impact you are having on your customers and a dollop of personalised service. Put this together and you will create more sales, convert more leads and build a strong, more personal bond with your key customers.

LONDON

Thursday 16th June

Making Sales Success a Sure Fire BET

JEREMY CASSELL AND TOM BIRD www.rtpc.co.uk



In the current economic climate, when the customer is interested in value for money and is under budgetary pressure, it is critical to focus on the fundamentals of successful selling. The BET model is a powerful three-step model based on what really works in selling.

By learning the three key psychological principles, you can turn sales from a gamble into much more of a certainty. Discover how your beliefs impact your sales success and acquire practical tips on how to overcome beliefs that limit you. Identify the fact that simple rapport will only get you so far. What really counts is developing a successful selling relationship based on something much deeper.

Hotel Russell, 1-8 Russell Square, Bloomsbury, London WC1B 5BE

EVENT TIMETABLE

6.15pm Registration, refreshments and networking

7.00pm Event starts

8.30pm More networking and event closes

ISMM Executive Forums

ISMM Executive Forums are designed to allow business leaders to meet with experts to identify and discuss the key issues of the day. Sharing ideas, best practices and experiences gives members new insights and practical solutions. All events commence at 10am and conclude at 3pm

DATES FOR 2011

- Cheshunt – 10th February
- Reading – 9th June
- Cheshire – 29th September
- Nottingham – 17th November

For further details, call June Kelly on 01582 840001 or email jkelly@ismm.co.uk



ISMM
The Institute of Sales & Marketing Management

The Institute of Sales and Marketing Management (ISMM) represents the interests

of the sales profession and provides practical and professional support to individuals and organisations.

Raising the profile of the sales industry is a primary objective of the ISMM – seeking recognition for the positive impact that it has upon the economy. Whether a lone sales executive or part of a team, you are at the forefront of business success and we're right behind with support and empowerment.

Being a member of the ISMM confirms your professionalism and opens up a range of benefits to support and help you to improve skills, knowledge and sales performance.

For further information visit www.ismm.co.uk, call Susan Challenger on 01582 840001 or email schallenger@ismm.co.uk

“ As a sales professional aspiring to directorship status, being a member of the ISMM has given me professional support and certainly added kudos to my job. – IAN STEPHENSON FinstSMM



Benefits of Membership

- Professional recognition
 - Winning Edge magazine
 - Business Success Seminars
 - Executive Forums
 - 24 hour legal advice
 - Professional sales advice line
 - CPD
 - Wide range of discounts
 - Enhance career development
- Plus much more...

BESMA

British Excellence in Sales & Marketing Awards



The British Excellence in Sales & Marketing Awards represent the UK's highest level of recognition for outstanding sales achievement and identifies individuals and organisations in which world class 'best practice' is demonstrated in every aspect of sales and marketing.

Following the success of previous years, the awards ceremony on 26th May at

Lancaster London promises to be another fantastic opportunity to mark the many successes achieved and to celebrate the sales profession.

Being involved with the event as a nominee, finalists, winner, judge, sponsor or a guest is greatly valued experience. For further information please contact Jennie Harnaman on 01582 840001 or at jharnaman@ismm.co.uk.

“ An excellent event. It was great to see the sales profession receiving recognition on a national scale.” – KPMG

