



**johnpc Ltd**

people, process, performance



# Sales Skills Training Workshops Summer 2022



*“For the best return on your money, pour  
your purse into your head.”*

*Benjamin Franklin*

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*The skills workshops are designed to improve your capability through the entire sales cycle, from first meeting to closing the sale (and everything in-between).*



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*The more that you read, the more things you will know. The more that you learn, the more places you'll go."*  
Doctor Seuss



# About

*The objective of our sales skills workshops is to provide you with processes, structures and skills that will enable you to be more successful*

## About the Sales Skills Training Workshops

Hi, I'm John Cunningham, founder of johnpc ltd and the designer of the sales skills workshops featured in this catalogue.

Each workshop contains the best of everything I have encountered and personally used during a 40-year sales career, a career that spanned front line capital goods sales to leading the largest Virgin B2B sales operation in the world at Virgin Media Business.

The objective of each of the sales skills workshops is to provide you with processes, structures and skills that will enable you to be more successful.

Our 5-stage development and delivery model will enable you to implement skills training that shows tangible results and can be easily embedded into your business-as-usual sales activity, the process includes,

1. Needs analysis to identify skills gaps and desired training outcomes
2. Alignment of your terminology and processes to tailored content
3. Production of content relevant to specific needs and outcomes
4. Workshop delivery applying content to their own scenarios
5. Post workshop support through coaching and mentoring.

*“For the things we have to learn before we can do them, we learn by doing them.”*

*Aristotle*



To ensure the maximum impact when you attend the workshops, you will apply the content and skills to your own prospects and customers.

This approach allows you to gain a real-life insight into your accounts, the opportunities in your pipeline and practical actions plans that you can implement immediately.

In addition to the workshops in this catalogue, we often produce workshops bespoke to our customers' specific subject matter needs.

If you would like to discuss any specific requirements, please get in touch to discuss how we might be able to help.

Regards

*John*

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# Brilliant Customer Meetings

*Ensuring the best version of you is the one that attends your meeting.*



## Who is this workshop for?

This one-day workshop is for anyone who conducts face-to-face or virtual meetings with customers and prospects on a regular basis.

The workshop is applicable not only to those in sales roles, but also to those in cross-functional and technical support roles.

## What does the workshop focus on?

The core focus of the workshop centres on providing a best practice process to successfully execute customer meetings, including,

- The benefits of rigour in meeting preparation
- Identifying and understanding different communication styles
- Applying effective questioning and active listening techniques
- Setting, qualifying and achieving meeting objectives
- Effective post meeting action planning.

*“You might not win a £1m contract at the first customer meeting, but you can easily lose it.”*

*David Hughes*

## How will I benefit from attending?

You will benefit by being provided with a best practice repeatable process, improving your ability to prepare and conduct customer and prospect meetings with better outcomes. Ensuring the best version of you, is the one that attends your meeting.

You will be provided with a Customer Meeting plan designed to enable you to implement and manage the meeting preparation and execution.

You will use the plan during the workshop, familiarising yourself with a best practice methodology that you can use for all future customer and prospect meetings; be they face-to-face or virtual.

## Do I need to do anything before I attend?

During the workshop you will apply the skills and techniques learnt to an actual significant customer or prospect meeting you have planned in your diary; the only preparation required is the selection of a relevant meeting before attending.

## How many people can attend?

The Brilliant Customer Meetings workshop is designed to accommodate up to 12 people.

# Significant Opportunity Insight

*Winning the opportunities you can and qualifying out the ones that you can't.*



## Who is this workshop for?

This one-day workshop is for anyone who is engaged in high value, competitive and complex sales campaigns that are significant to you and your organisation.

The workshop is applicable not only to those in sales roles, but also to those in cross-functional and technical support roles who form part of the sales campaign team.

## What does the workshop focus on?

The core focus of the workshop is establishing a consistent winning methodology for high value, complex, competitive sales opportunities, including,

- Identifying compelling events, strategic and operational drivers
- Applying a robust opportunity qualification process
- Understanding the decision-making process
- Improving your relationships with the decision-making unit
- Establishing competitive advantage and your best fit win strategy.

## How will I benefit from attending?

You will benefit by improving your ability to successfully pursue significant sales opportunities that can be won and to know why and when you should qualify out those that you can't.

You will be provided with a Significant Opportunity Insight plan designed to your business's specification. You will use the plan during the workshop to gain an insight into one of your current opportunities.

Post workshop you can use the plan and the process to increase your win chance on all future sales opportunities in your pipeline.

## Do I need to do anything before I attend?

The preparation required is the selection of a significant opportunity currently in your pipeline to apply the process to during the workshop.

Ideally one which is competitive, high value, complex in its decision-making process and involves multiple points of customer contact.

## How many people can attend?

The Significant Opportunity Insight workshop is designed to accommodate up to 12 people.

*"It ain't what you don't know that gets you into trouble, it's what you know for sure that just ain't so."*

*Mark Twain*

# Significant Account Planning

*Defending and growing your key accounts, by having the knowledge and performing the activity required to be perceived as a trusted advisor.*



## Who is this workshop for?

This one-day workshop is for anyone responsible for managing value key customer accounts that are considered significantly important by you and your organisation.

The workshop is applicable to those in cross-functional and technical support roles who form part of the account team.

## What does the workshop focus on?

The core focus of the workshop centres on providing a structured framework for significant account planning, defence and growth, including,

- Mapping and understanding the account terrain
- Determining our strategic position in the eyes of the customer
- Plotting the strength and depth of our key contact relationships
- Qualifying competitive positions for retention and defence
- Establishing our level of opportunity for account growth.

*“Planning is bringing the future into the present so that you can do something about it now.”*

*Alan Lakein*

## How will I benefit from attending?

You will benefit by improving your ability to build and maintain an easy to use, highly effective significant account plan, that provides real value in both your operational and strategic account activities.

You will be provided with a Significant Account plan designed to your business’s specification.

During the workshop you will use the plan to gain an insight into one of your existing key accounts.

Post workshop you can use the plan and the process to strengthen your position to retain and grow all the key accounts you are responsible for.

## Do I need to do anything before I attend?

During the workshop you will apply the skills and processes to an existing high value, strategically important key account you hold responsibility for. The only preparation required is the selection of a relevant account before attending.

## How many people can attend?

The Significant Account Planning workshop is designed to accommodate up to 12 people.

# Win Win Negotiation Skills

*Improving your ability to negotiate with confidence and achieve win-win solutions*



## Who is this workshop for?

This one-and-a-half-day workshop is for anyone responsible for leading or participating in high value, complex business negotiations.

The workshop is applicable not only to salespeople, but also to those in commercial support roles who may form part of a negotiation team.

## What does the workshop focus on?

The core focus of the workshop centres on improving your ability to negotiate with confidence and achieve win-win solutions for you and for whomever you are negotiating with, including,

- Knowing when to negotiate and when to walk
- Professional buyers negotiation tactics and how to counter them
- Negotiation process (ZOPA, BATNA, LAO, BPO)
- Tangible and intangible sources of negotiation power
- Constants and variables, their value and how to use them.

*"An agreement is more powerful than an argument."*

*Sukant Ratnakar*

## How will I benefit from attending?

You will benefit by improving your ability to identify scenarios when you should and should not negotiate.

Moreover, exactly what to do when you find yourself in a negotiation scenario.

You will be introduced to a negotiation planning framework that will allow you and your negotiation team to plan each step towards a successful negotiation outcome; be it a win-win or a tactical withdrawal.

The workshop features individual and team role play negotiation exercises.

## Do I need to do anything before I attend?

No pre-workshop preparation is required.

## How many people can attend?

The Win Win Negotiation Skills workshop is designed to accommodate up to 12 people.

# Effective Objection Handling

*Improving your ability to professionally and calmly address objections*



## Who is this workshop for?

This one-day workshop is for anyone responsible for unearthing, qualifying and answering objections raised by customers during sales campaigns.

The workshop is applicable not only to those in sales roles, but also to those in cross-functional and technical support roles who form part of the sales campaign team.

## What does the workshop focus on?

The workshop provides an insight into the anatomy of an objection, the real reasons why people raise them and the importance of active listening; specific areas covered include,

- The 4 components of the anatomy of an objection
- Identifying the difference between real and false objections
- Active listening, what it is and how to use it
- Questioning techniques to unearth hidden objections
- Practical objection handling tools and techniques.

*“An objection is not a rejection, it’s simply a request for more information.”*

*Bo Bennett*

## How will I benefit from attending?

You will benefit by improving your ability to professionally and calmly address objections that are raised as challenges to you achieving your objectives.

During the workshop you will apply your newly learnt objection handling skills to those objections you are currently encountering in your day-to-day customer interactions.

## Do I need to do anything before I attend?

During the workshop you will apply the skills and techniques learnt to the objections you encounter in your day-to-day role.

The only preparation required is for you to have thought about and noted what these objections are.

## How many people can attend?

The Effective Objection Handling workshop is designed to accommodate up to 12 people.

# Everything DiSC, The Culture Catalyst

*Making workplace and customer interactions more enjoyable, effective and productive*

## About Everything DiSC

Everything DiSC is a personal development learning experience that measures an individual's natural preferences and tendencies based on the DiSC® model.

This simple yet powerful model describes four basic styles: D, i, S, and C, and serves as the foundation for the Everything DiSC application suite.

Participants receive personalised insights that deepen their understanding of self and others, making workplace and customer interactions more enjoyable, effective and productive.

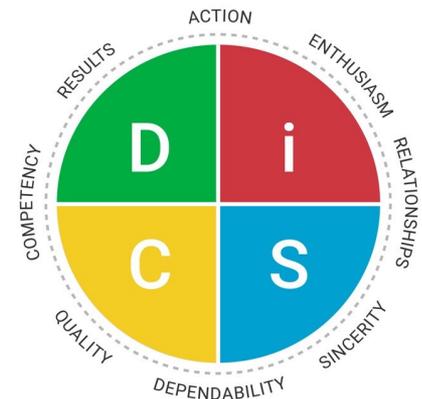
With superior adaptive testing techniques and over 8,000,000 assessments performed across 130,000 organisations worldwide, Everything DiSC is the ideal assessment platform to unlock the potential of your people and culture.

## The Assessment

Powered by 40+ years of research, each Everything DiSC personality assessment combines adaptive testing and sophisticated algorithms to deliver precise insights to each participant.

*“Oh, what a gift it would be, to see ourselves as others see.”*

*Rabbi Burns*



## The Profile

The personalised content in the profile deepens self-understanding through the DiSC model. People gain insight into their own preferences and tendencies, learn more about relating to others, and receive actionable strategies to help them improve their interactions and ultimately, their performance.

## The Workshop

The profile comes to life in a workshop experience that engages and educates. Easy-to-use facilitation tools, content, contemporary video, and impactful activities can all be customised to meet the specific needs of your people and your organisation.

## The Follow Up Tools

A suite of follow-up resources makes lasting behavioural change possible by keeping Everything DiSC alive in the workplace.

Participants can go deeper into their DiSC style, get real-world tips for connecting with colleagues, and gain insight into their team's DiSC culture.

## Everything DiSC solutions include,

Sales: Understanding and adapting your natural selling style

Workplace: Understanding yours and others natural behaviours

Management: Becoming a more effective leader.

# Customer Centric Selling

*Helping you successfully create customer-centric interactions that improve results.*

## Who is this workshop for?

This one-day workshop is for anyone who wants to gain a deeper understanding of their natural selling style and develop their ability to match it to their customer's natural buying style.

The workshop is applicable not only to those in sales roles, but also to those in cross-functional and technical support roles who form part of the sales campaign or account management team.

## What does the workshop focus on?

The workshop utilises Wiley's Everything DiSC Sales profile.

Its core focus is on helping you successfully create customer-centric interactions that improve results, including,

- Understanding your own natural selling style
- Aligning your selling style to your customer's buying style
- Establishing rapport and building personal credibility
- Building effective customer relationships
- Developing your people reading skills.

*"Your attitude, not your aptitude,  
will determine your altitude."*

Zig Ziglar



## How will I benefit from attending?

You will benefit by gaining a greater understanding of how to communicate effectively with every different type of customer you will ever encounter.

The impact of your improved communication skills will provide the platform for increased capability in rapport building, establishing credibility and creating sustainable long-term customer relationships.

## Do I need to do anything before I attend?

Prior to the workshop you will be asked to complete an online Everything DiSC Sales profile assessment.

On completing the assessment, you will receive your Everything DiSC Sales Profile, designed to enable you to better understand your natural selling style and how to adapt and stretch to your customer's natural buying style..

Your profile will be used as your personal reference point during the workshop.

## How many people can attend?

The Customer Centric Selling workshop is designed to accommodate up to 12 people.

# Brilliant Workplace Communication

*Helping you to become a more effective relationship builder.*

## Who is this workshop for?

This one-day workshop is for anyone who wants to gain a better understanding of their own behavioural tendencies and preferences and to use that knowledge to create brilliant relationships with colleagues, co-workers, suppliers and customers.

The workshop utilises Wiley's Everything DiSC Workplace profile and will help you successfully create and build effective working relationships; the workshop is not sales specific.

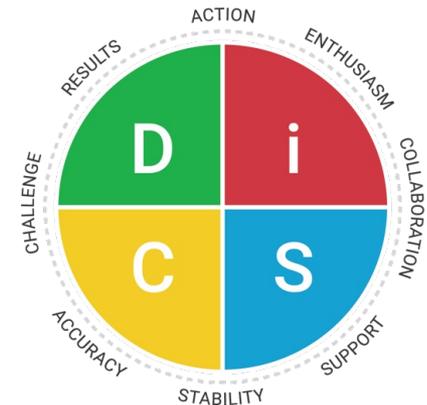
## What does the workshop focus on?

The workshop provides in-depth information, including tips, strategies, and action plans to help you become a more effective relationship builders, including,

- Understanding your own communications and behavioural style
- Understanding others communications and behavioural styles
- Learning how to appreciate and leverage different styles to ours
- Improving personal resilience
- Developing people reading skills.

*"Talent wins games, but teamwork and intelligence win championships."*

*Michael Jordan*



## How will I benefit from attending?

You will benefit by gaining a greater understanding of how to communicate effectively with every different type of person you will ever encounter.

The impact of your improved communication skills will provide the platform for increased capability in rapport building, establishing credibility and creating sustainable long-term workplace relationships.

## Do I need to do anything before I attend?

Prior to the workshop you will be asked to complete an online Everything DiSC Workplace profile assessment.

On completing the assessment, you will receive your Everything DiSC Workplace Profile, designed to enable you to better understand your natural communication and behavioural style and how it impacts those you interact with.

Your profile will be used as your personal reference point during the workshop.

## How many people can attend?

The Brilliant Workplace Communication workshop is designed to accommodate up to 12 people.

# Brilliant Leadership

*Improving your contribution to those you lead, creating happier, more effective teams, with improved productivity and results.*

## Who is this workshop for?

This one-day workshop is for anyone who wants to become a better leader.

Moreover, to improve your contribution to those you lead, creating happier, more effective teams, with improved productivity and results.

The workshop utilises Wiley's Everything DiSC Management profile and will help you successfully build sustainable productivity in the teams you lead; the workshop is not sales specific.

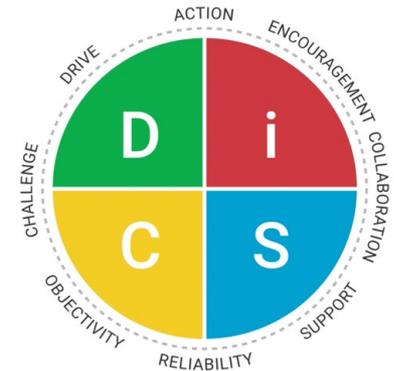
## What does the workshop focus on?

This workshop concentrates on understanding our own leadership style and how we chose to lead is the key driver of a team's culture, productivity and results, including,

- The strengths and weaknesses of your own leadership style
- Identifying and understanding alternative leadership styles
- How effective leadership is impacted by personality types
- Identifying how and when to adapt your leadership style
- Developing people reading skills.

*“Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others.”*

*Jack Welch*



## How will I benefit from attending?

You will benefit by developing a detailed understanding of how different leadership styles can help you adapt your way of working to suit the specific needs of the individuals you lead.

Moreover, how a good understanding on different leadership styles can make you a more effective leader, coach and mentor.

## Do I need to do anything before I attend?

Prior to the workshop you will be asked to complete an online Everything DiSC Management profile assessment.

On completing the assessment, you will receive your Everything DiSC Management Profile, designed to enable you to better understand your natural leadership style and how it impacts those you lead.

Your profile will be used as your personal reference point during the workshop.

## How many people can attend?

The Brilliant Leadership workshop is designed to accommodate up to 12 people.

# Great Presentations

*Providing you with the skills to create and confidently deliver impactful presentations.*



## Who is this workshop for?

This one-day workshop is for anyone responsible for creating and delivering presentations to colleagues, customers or suppliers.

The workshop is applicable not only to those in sales roles, but also to anyone who wants to improve their presentation skills.

## What does the workshop focus on?

The core focus of the workshop centres on providing you with the skills to create and confidently deliver impactful presentations

- Understanding your audience
- Preparing your content to your audiences needs and wants
- Determining the best structure for your presentation
- Delivering your presentation with confidence
- Controlling your environment for maximum effectiveness.

*“There are 3 presentations for everyone you ever gave; the one you practiced, the one you gave and the one you wish you had given.”*

*Dale Carnegie*

## How will I benefit from attending?

You will benefit by developing your ability to prepare and present in an engaging and impactful way, that delivers your message confidently.

For those nervous about giving a presentation, you will benefit from being armed with a structured framework that will provide a guaranteed methodology to make your presentation a success.

You will be given the opportunity to practice your presentation skills during a group role play exercise.

## Do I need to do anything before I attend?

Prior to attending the workshop, you will be asked to make some notes about the great presenters you have seen. These notes will form part of one of the workshop exercises.

## How many people can attend?

The Great Presentations workshop is designed to accommodate up to 12 people.

# Writing Winning Sales Proposals

*Providing you with a practical skill set and process in the science (or art if you prefer) of proposal writing.*



## Who is this workshop for?

This one-and-a-half day workshop will provide you with a practical skill set in the science (or art if you prefer) of proposal writing.

The writing of a proposal is commonly the responsibility of the salesperson, although nowadays it is uncommon to be trained and educated in the practical aspects of 'how to' write one. This workshop addresses that shortfall.

## What does the workshop focus on?

The core focus of the workshop centres on providing a structured framework for writing winning proposals, including,

- What a proposal is and what it's not
- Writing your proposal with structure and purpose
- Challenges for proposal readers and proposal writers
- How to write for your proposal readers
- The art of the Executive Summary.

*"I can't write without a reader. It's precisely like a kiss, you can't do it alone."*

*John Cheever*

## How will I benefit from attending?

You will benefit by developing the skills required to write engaging sales proposals.

Proposals that gain credibility through displaying an understanding of why the customer is considering investing in what you are selling and what they want to achieve as a return on their investment.

Most importantly, there is little point in learning everything in all the other workshops if you don't know how to communicate it in a winning proposal to your customer.

## Do I need to do anything before I attend?

No pre-workshop preparation is required.

## How many people can attend?

The Winning Sales Proposals workshop is designed to accommodate up to 12 people.

# Leveraging LinkedIn

*Using LinkedIn to network, establish professional credibility and get closer to your customers and prospects.*



## Who is this workshop for?

This three-quarter day workshop is for anyone who wants to use LinkedIn to network, establish professional credibility, learn more about and get closer to their customers and prospects.

Moreover, to spot opportunities to interact with customers and build relationships with them.

The workshop is applicable not only to those in sales roles, but also to anyone who wants to improve their LinkedIn presence.

## What does the workshop focus on?

The core focus of the workshop is providing a structured framework to leverage your presence on LinkedIn, including

- Presenting ourselves on LinkedIn
- Identifying the organisations we want to prospect to
- Collecting the right people and how to engage with them
- Spotting opportunities to develop relationships
- Leveraging LinkedIn groups.

*“Active participation on LinkedIn is the best way to say, ‘look at me’ without saying ‘look at me’.”*

*Bobby Darnel*

## How will I benefit from attending?

You will benefit by learning more about your customers and prospects and how to spot opportunities to develop your relationships with them.

The workshop also delves into how we present ourselves, how to build our profile and provides practical advice on what to (and what not to) post.

## Do I need to do anything before I attend?

You will require an active LinkedIn account and need to bring your preferred device to log in to and edit your account details and profile.

It's the only workshop where you won't hear me say “can you put your devices away please.”

## How many people can attend?

The Leveraging LinkedIn workshop is designed to accommodate up to 12 people.

# About johnpc ltd

- Sales Transformation Plans
- Sales Skills Training Workshops
- Everything DiSC Assessments and Workshops.



**johnpc ltd**

people, process, performance

## What We Do

We help B2B organisations improve their sales and business development processes, productivity, capability and results. Our services are individually tailored to the needs of our customers and our core focus centres on,

- Sales Transformation Plans
- Sales Skills Training Workshops
- Everything DiSC Assessments and Workshops.

The work we do enables our customers to improve their return on investment in their sales and business development operations by,

- Increasing profitability by enhancing sales skills, methodologies, effectiveness and conversion rates
- Reducing cost by improving processes, planning, productivity, the use of time, resources and money
- Enhancing reputation by increasing the professionalism of their sales activity in the eyes of their customers.

Since our formation in 2010 we have successfully delivered our services to a wide range of customers, both large and small across a broad range of industries; the logos of some can be seen across.

Please feel free to get in touch for a discussion on how we can improve your return on investment in your sales and business development operations.

