

# Flashbay Academy

# 2014

Training and Development Department



**Flashbay  
Academy**

# Flashbay Academy

# Brochure

Course	New Starter	New Starter Development	Sales Account Managers	Group Leaders	Sales Support
1. Product Knowledge – Induction	✓				✓
2. Sales Cycle – Induction	✓				
3. Systems Training – Induction	✓				✓
4. Customer Service – Induction	✓				✓
5. Sales Skills - Induction	✓				
<b>6. Sales Cycle Refresher</b>					
		✓	✓	✓	
<b>7. Negotiation Skills</b>					
		✓	✓	✓	
<b>8. Creative Thinking</b>					
		✓	✓	✓	
<b>9. Account Management</b>					
		✓	✓	✓	
<b>10. Closing Techniques</b>					
		✓	✓	✓	
<b>11. Winning the Lead</b>					
		✓	✓	✓	
<b>12. Selling to Different Personality Types</b>					
		✓	✓	✓	
<b>13. Time Management</b>					
		✓	✓	✓	
<b>14. Objection Handling</b>					
		✓	✓	✓	
<b>15. Outbound Sales</b>					
		✓	✓	✓	
<b>16. Create Your Own Luck</b>					
		✓	✓	✓	
<b>17. Aftersales Refresher</b>					
		✓	✓	✓	
<b>18. Financial Follow-Up</b>					
		✓	✓	✓	
<b>19. Coaching for Success</b>					
			✓ *	✓	
<b>20. Performance Management</b>					
			✓ *	✓	
<b>21. New to Management Programme**</b>					
			✓ *		
<b>22. Management Skills Programme**</b>					
				✓	
<b>23. Sales Strategy</b>					
				✓	
<b>24. HR / Interviewing Skills</b>					
			✓ *	✓	

*\*Agreement from Management Required*

*\*\*Multiple Part Training Programme*

**Flashbay Academy****Brochure**

Course	New Starter	New Starter Development	Sales Account Manager	Group Leader	Sales Support
Fastrack Programme		✓			

**THE FASTRACK PROGRAMME** includes all starters within probation for a period of **8** weeks after induction. Designed to **FASTRACK** you to success and provide you with a network of 'fellow newbies' to skill share and provide support. Each session is run for one hour weekly by a Group Leader, on a topic of relevance.



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## 6. Sales Cycle Refresher

“WE ARE WHAT WE  
REPEATEDLY DO.  
EXCELLENCE, THEN, IS NOT AN  
ACT, BUT A HABIT”

ARISTOTLE

### COURSE OVERVIEW

The Flashbay Sales Cycle is an important factor in your role as a Sales Account Manager. It is a well known fact that the very best salespeople love to learn and refresh their skills, constantly looking for a ways to improve their already well-honed skills. Refresh your sales skills with this ‘espresso-style’ session incorporating all the important elements of the Flashbay Sales Cycle

Be prepared for.....**A REFRESH! PERFECTING SKILLS, AND CHALLENGING YOURSELF TO BE EVEN MORE SUCCESSFUL....**

#### Course Outline:

- ⌚ Sales Cycle One
  - Qualifying a Lead
  - Responding by Phone and Email
  - Virtual Proofs
  - Samples
- ⌚ Sales Cycle Two
  - Product Knowledge
  - Follow-Up
  - Non-Price Negotiation
  - Order
  - Aftersales Awareness
  - Trustpilot
- ⌚ Sales Cycle Three
  - Customer Service and 90 Day Follow Up

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## 7. Negotiation Skills

### COURSE OVERVIEW

Negotiation is an **ART FORM** that requires skill and masterful planning.....This 'espresso style' training teaches the basics of ethical negotiations. Delegates will learn how to identify objectives and variables, establish negotiation requirements, research the other party, formulate a plan for agreement, and determine the logistics of a negotiation. Course activities also cover the guidelines for conducting a successful negotiation and facilitating communication.

Be prepared for **FAST-PACED THINKING, MASTERING YOUR TECHNIQUES AND INTERACTIVE DISCUSSIONS....**

#### Course Outline:

- ⌚ What is Negotiation?
- ⌚ Types of Negotiators
  - Negotiating Styles • Review of Individual Negotiating Styles
- ⌚ Problems with Positional Bargaining
  - Arguing over Positions • Soft vs Hard Styles • Negotiating Style Exercise
- ⌚ The Successful Negotiator
  - Characteristics of the Successful Negotiator • Inventory of Negotiating Skills
- ⌚ Negotiation Essentials
  - Preparation for Negotiation • Gathering Information • Knowing Yourself • Best Alternative (BATNA) • Walking Away Point (WAP)
- ⌚ Dealing with Negative Emotions
  - Developing a Detached Mental Attitude • How to Respond to Tough Tactics • Defusing Negative Emotions

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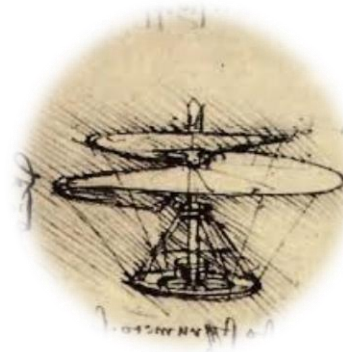
## 8. Creative Selling

### COURSE OVERVIEW

Be prepared for.....**BEING CREATIVE AND THINKING 'OUTSIDE THE BOX'**

#### Course Outline:

- ⌚ **Barriers to Creativity**
- ⌚ **Creativity Objectives**
  - **Qualifying the Customer**
  - **Reordering Vs Upselling using creativity**
  - **Creative thinking for existing customers**
- ⌚ **The art of Mind Mapping**
- ⌚ **Idea Generation Techniques**
- ⌚ **The Six Hats**
- ⌚ **Applying Creativity to Selling**



*Leonardo Da Vinci's Flying Machine.....*

*"Imagination is more important than knowledge. For knowledge is limited to all we now know, while imagination embraces the entire world, and all there ever will be to know and understand."*

*Albert Einstein*

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# 9. Account Management

### COURSE OVERVIEW

Managing your own accounts makes you in charge of your results. The most successful sales account managers know their customer base well.....so well in fact that results will speak for themselves....


Learn how to qualify and quantify your accounts to ensure you get maximum profitability whilst maintaining excellent customer relationships.

Be prepared for.....**EXPLORING YOUR EXISTING ACCOUNTS, REFRESHING CUSTOMER RELATIONSHIPS AND THE ART OF FORECASTING.....**

#### Course Outline:

- ⌚ A new focus on your purpose and objectives
- ⌚ Qualifying and Quantifying your accounts
  - Who are your customers?
- ⌚ Planning and Forecasting for maximum success
- ⌚ Building effective customer relationships

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“Get closer than ever to your customers...so close, in fact, that you can tell them what they need long before they realise it themselves”

**August Horch**

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# 10. Closing Techniques\*

*\*OBJECTION HANDLING MAY BE A PREREQUISITE*

**'Great closers are great listeners.....they understood the customer so well that all that was left was a 'yes''**

***Bill Gates***

### COURSE OVERVIEW

Being an expert salesperson not only means creating excellent customer relationships, qualifying the needs of your customers as well as finding the perfect solution for them. If all these elements are followed....then the closing stage of the sale should be the easiest.....however, often the most critical parts of the sales cycle are omitted.

Closing techniques are important skills, which when practiced will make you the expert in closing a sale with a win-win outcome for both you and your customer.

Be prepared for.....**THE SALES CYCLE REVISITED, UNDERSTANDING THE IMPORTANCE OF 'NEEDS AND VALUE' PLUS EXPERT SKILLS TO ASSIST YOU IN CLOSING SALES EASILY....**

#### Course Outline:

- ⌚ **The Sales Cycle revisited**
- ⌚ **The importance of Value Selling for closing**
- ⌚ **The main reasons customers don't buy**
- ⌚ **Selling and influencing to suit your customer style**
- ⌚ **The Top FIVE Closing Techniques every sales person should know...**

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# 11. Winning the Lead

**'If you are not taking care  
of your customer, your  
competitor will'**

**Karren Brady**

### COURSE OVERVIEW

Winning leads is an essential part of the Flashbay Sales Role. New customers are like gold dust and should be treated as so... How can we let the customer know we have the BEST quality Flashdrives; the BEST service and ultimately we are the number one without sounding repetitive? How can we stop customers going to the competition?....

In this espresso style training session learn the art of persuasion, positive language and how every lead needs to be treated individually.

Be prepared for....**LEARNING THE TIPS AND TRICKS OF THE BEST SALES PEOPLE, SO YOUR CONVERSION RATES WILL SKY ROCKET....**

#### Course Outline:

- 🕒 **Creating powerful 'opening statements' and the art of positive language in winning leads**
- 🕒 **Qualifying the main customer needs**
- 🕒 **Value Propositions**
- 🕒 **Influencing and Persuading the Customer**
- 🕒 **Negotiating a Win-Win outcome**
- 🕒 **Closing the Sale**

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## 12. Selling to Different Personality Types

### COURSE OVERVIEW

Do you often find you 'click' with certain customers? You enjoy talking to them, they enjoy talking to you and the conversation often results in a great sale....But what happens when you don't click? Some customers may be deemed 'more difficult' or less chatty. What is going on here? You may find the answer in 'Selling to Different Personality Types'

This course is designed to be a taster for discovering your own personality preferences. Do you prefer to be bold and direct in your communication? Or perhaps look for harmony in your relationships with valued existing customers? Would you prefer to go into great detail in your sales pitch? Or do you prefer to keep it 'big picture'?

"The person who is most adaptable, will be the most successful..."

Carl Jung

Be prepared for.....**DISCOVERING YOUR "COLOUR" AND AN EXCITING JOURNEY EXPLORING YOUR PERSONALITY.....**

#### Course Outline:

- ⌚ Why personality preferences?
- ⌚ Understanding your own personality style
- ⌚ Effective communication with the different styles
- ⌚ Understanding barriers to communication with the different styles

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## 13. Time Management

### COURSE OVERVIEW

Have you ever felt overwhelmed by how much you had to do, or felt you were allocating too much time to tasks that aren't as important? Do you find it hard to say 'No' even when you don't have time?

Learn how to **REGAIN CONTROL** of your workload by managing both your time and your interactions with others more intelligently. Learn how and when to say no, how to prioritise effectively and most importantly, how to sustain these improvements over time rather than slip back into bad habits.

Be prepared for.....**DOING IT DIFFERENTLY! AND MAYBE BECOMING A MASTER OF THE UNIVERSE.....**

#### Course Outline:

- ⌚ A new focus on your purpose and objectives
- ⌚ Effective prioritisation skills
- ⌚ An understanding of your own productivity schedules and patterns
- ⌚ The ability to analyse and combat the factors that sabotage good intentions
- ⌚ The Art of Being Assertive
  - Assertive techniques to manage interruptions and handle disruptions
- ⌚ The golden rules for saying 'no'
- ⌚ Dealing with Time Bandits

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## 14. Objection Handling

*'An objection is not a rejection, it is simply a request for more information'*

**Jeff Bezos**

### COURSE OVERVIEW

Even the most successful salespeople get objections.....

Objections are actually a good thing – they show our customers are interested in our magnificent flashdrives, we just haven't quite understood their buying triggers yet. So how do the best sales people overcome objections?

Be prepared for.....**LEARNING A TRIED AND TESTED MODEL TO OVERCOME OBJECTIONS AND AWESOME LANGUAGE TECHNIQUES TO HELP YOU MOVE SWIFTLY PAST THE OBJECTION....**

#### Course Outline:

- 🕒 **The psychology behind objections**
- 🕒 **Top five reasons why customers object and their buying motives**
- 🕒 **The ACT Model for Objection Handling**
- 🕒 **The importance of positive language, influence and persuasion**
- 🕒 **The art of reframing customers to overcome the objection**

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# 15. Outbound Sales

**“Resilience: A Key  
Quality for Sales Success”**

**John Patterson**

### COURSE OVERVIEW

Outbound sales skills are so important for business success. You are the first point of contact, the first impression, and lasting impression a new customer will have of Flashbay. How do the most successful salespeople master outbound selling? How do you create a lasting positive impression so that your customer wants to place an order with you? Learn the tricks of the very best outbound salespeople (which they like to keep secret..)

Be prepared for.....**NEW, EXCITING TECHNIQUES WITH A HINT OF INFLUENCING AND PERSUASION.....**

#### Course Outline:

- ⌚ **The importance of a positive mindset**
- ⌚ **Rapport – what is it and can it make a difference?**
- ⌚ **Analysing your customer needs – have you understood them?**
- ⌚ **Selling Features, Advantages and Benefits**
- ⌚ **Powerful language in Outbound Sales**
- ⌚ **The art of Influencing and Persuading**

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# 16. Create Your Own Luck

## *COURSE OVERVIEW*

Some people have all the luck. Do you want to be one of them? Odd though it may seem, most lucky people have chosen to be that way. And the benefits they get as a result are surprisingly diverse – including achieving more in their careers. This doesn't mean that lucky people live in a mythical “happy” bubble where everything is fantastic. They are often remarkably aware with excellent judgment. What being lucky does call for is knowing when and how to adopt an optimistic outlook and when to wear the pessimist's hat. It also requires us to take responsibility for ourselves and constantly be on the lookout for opportunities....

**LEARN HOW TO**.... create your own luck.... giving you more control, more energy and a clear advantage over people who haven't yet discovered the magic of flexible optimism.

### Course Outline:

- ⌚ The wider 'rules' of positive thinking
- ⌚ Consider the degree to which you are currently optimistic (you may be surprised).
- ⌚ Appreciate the extent to which you can change the way you look at a situation and the impact that this can have.
- ⌚ Understand when to take responsibility and the benefits of being in control.
- ⌚ Practice spotting unusual opportunities and learn how to convert them into lucky breaks.

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# 17. Aftersales Refresher

### COURSE OVERVIEW

Coming Soon.....

Course Outline:

 Coming Soon....

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# **18. Financial Follow-Up**

### **COURSE OVERVIEW**

**COMING SOON.....**

#### **Course Outline:**

 **Coming soon....**

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## 19. Coaching for Success

“Coaching is not just about achieving goals. It is also about revealing the magnificence of who you are at your core’

**Anthony Robbins**

### COURSE OVERVIEW

Coaching is the fastest way to improve performance **FACT**. A great coach is someone who is passionate about people development. An inspirational coach is someone who is able to skillfully install confidence, encourage long lasting positive behavioural change and encourage the coachee to become the very best version of themselves.....coaching is quite simply...

**AWESOME!**

Be prepared for.....learning **AMAZING SKILLS** and the secrets that the very best coaches use to help Olympic Gold Medallists and.....high performing sales professionals.

- ⌚ Introduction to Coaching
- ⌚ Coaching Vs. Training
- ⌚ VAK in Coaching (Visual, Auditory & Kinaesthetic Communication)
- ⌚ The GROW Model for Coaching Success
- ⌚ Positive Language in Coaching
- ⌚ Metaphors for Coaching

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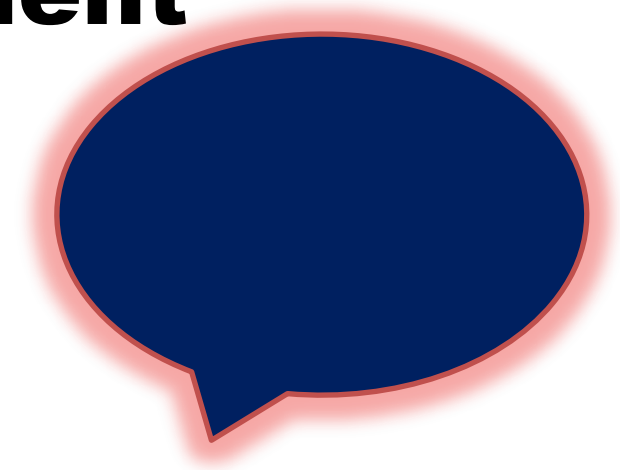
# 20. Performance Management

### COURSE OVERVIEW

Coming Soon.....

Course Outline:

 Coming soon.....



### A PERSONAL ACTION PLAN

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# 21. New to Management\*

“The true measure of the value of a manager is the performance through their people’

Gottlieb Daimler

### COURSE OVERVIEW

### \*ATTENDANCE BY MANAGEMENT APPROVAL

This four part programme is aimed at providing our high-potential magnificent Flashbay Sales Account Managers (or brand new to being a Group Leader) with the key skills needed to prepare you for management should the opportunity arise. Of course, many skills will be learnt on the job, but we think there are skills that would benefit you and your team before you start.....

Be prepared for.....**BEING THE BOSS, CHALLENGING YOUR COMFORT ZONE AND THE TIPS AND TRICKS OF THE BEST MANAGERS!**

#### Course Outline:

- ⌚ Part One – Setting the Scene for your Management Style
- ⌚ Part Two – Essential Feedback Skills
- ⌚ Part Three – Essential Coaching Skills
- ⌚ Part Four – Managing and Motivating your team
  - Action Learning Groups

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# 22. Management Skills\*\*

“Great management and leadership CAN be achieved if the WILL is there.....”

Larry Page

### COURSE OVERVIEW – MULTIPLE PART PROGRAMME

Great management skills are vital to the success of your team. ‘Leading by example’ has never been more demanding, whilst juggling the needs of your team, the business and your own figures. How do the best managers manage?

Be prepared for.....learning **MAGNIFICENT SKILLS** to enhance your management style.....

#### Course Outline:

Part One - Techniques to build a team for excellent workplace performance

Part Two - Skills to achieve the best results from difficult situations

Part Three - The ability to communicate with greater assurance to motivate, engage, build trust and achieve objectives

Part Four - Improved personal impact, self-awareness and self-management

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# 23. Sales Strategy

### COURSE OVERVIEW

Coming Soon...

### COURSE OUTLINE

 Coming Soon



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# 24. HR / Interviewing Skills

### COURSE OVERVIEW

### COURSE OUTLINE...

 Coming soon....

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