

NEW LIFE FOR  
YOUR SALES  
EFFORT



GROWTH  
& PROFITS

... *Gerry Moan*

## Super Sales - The life force in any business

### So ... How do you achieve Super Sales?

If your sales process has become **stuck** in a rut?

If you are **missing out** on business because your sales needs improvement?

Are your competitors taking your **market** share?

**Super sales** is an in-company, very specific programme of activity, designed for sales professionals, by sales professionals for Business to Business or Business to Consumer **sales staff** and owner managers.

Whether you have a **Field Sales** Team or a **Telesales** Team we can put shape on the process and build a high performing sales Effort - That's what you want isn't it!

Now's the time to improve and invest in your sales effort and change your fortunes!

- Identify your business's value proposition and look after your customer base.
- Improve your cold calling techniques and customer conversion rate.
- Build trust with your customers and meet their needs more effectively.

### What will we learn?

High-energy exercises and presentations assist participants in building their Sales Activity Plan which is tailored to each company's needs and based on research into the practices of successful SME's. Each workshop is devoted to one of the four themes to assist in building a comprehensive, exciting and challenging Sales Activity Plan for each company, with an emphasis on learning through doing the workshops and having role plays & presentations to reinforce the new skills. Every Workshop is followed with a mentoring session with the participants to make sure we get consistent results!

### Themes

#### Sales Skills Audit

Design and implement a sales skills audit. Review existing customer base, product/service & identify the business's 'Ideal Customer'. Really understand competitor analysis and define your points of difference.

#### Selling

Review your prospecting strategies & implement a Sales Activity Plan. Develop a cold-calling technique for your business. Understand the psychology of selling, points of contact and how to build client rapport.

#### Closing Sales

Identify many buying signals. Develop the skill of negotiation. Identify the sales Blockages and find ways around them. Streamline your 'Sales Process'.

#### Managing a Sales Process

Implement an effective CRM system to maintain and improve efficiency of your 'Sales Process'. Develop control mechanisms to avoid lag in the Call Examine Sales ratios and get better use of your time.

Contact me on +353 46 902 6255

Gerry Moan, Belper Cross, Dunsany  
LOC8 Code: NXJ-54-M36

Call: +353 46 9026255  
Email: gerry@gerrymoan.ie

Follow us on:



## What others have said!

“I’ve been on sales courses before but have never finished them in such high spirits and confidence as I did from yours. From the outset it was a truly excellent workshop, one which surpassed my expectations and left me wanting more in the future. Who knows where the next few years will take us but I am an ambitious young man and I will certainly be speaking to you again with a view to learning, developing and getting the maximum out of this world called ‘Sales’ “

*Neil Waters*  
*Cusken Office Supplies*

## Who is Gerry Moan?

A Practical, Down to Earth Business Trainer & Adviser who has worked with hundreds of Irish Owned SME’s. He loves working in sales marketing and business development roles in progressive businesses that are not afraid to make changes.

Gerry has grown a number of businesses and advises many high growth start-ups. He has an ability to cut through to the heart of a matter and help then define a new and better way forward for all those he works with.

An accomplished and inspirational sales coach and public speaker, Gerry brings his expertise to companies focussing on building and maintaining relationships with prospective customers and help them devise and validate effective sales and marketing strategies.

## So... in Recap!

**Four Days on site** with your sales team whether they are field or Tele - Sales.

**Follow up mentoring Sessions** for each participant.

## Themes

### Sales Skills Audit

Cutting out the Wheat from The chaff! – What makes an ideal customer?

### Selling

Getting down to it! – roles plays and scenarios to improve the skills

### Closing Sales

The Nub of the Matter – Closing, Closing, Closing!

### Managing a Sales Process

Making the best of the time available – Proper Planning!

