



OSC TRAINING WORKSHOPS/SEMINARS

1. **General sales training:**

Based upon a 'consultative selling' approach; led by strategic thinking, quality questioning and positioning your offer. This course will give you a professional sales 'process' to act as a guide, building your confidence in selling. This could be part of any ongoing training programme for development of you and your people.

2. **Key Account Management:**

As part of any strategic planning process, key account management would be a powerful tool for business development and improvement of client satisfaction. There is no need for this to be highly complex; it will provide a method of recognizing gaps in current approaches and help provide a new framework to work within. It will help any business to focus on the right things! Courses can be successfully run as short punchy workshops getting to grips with the key elements of account management. Duration, full day, with follow-ups as required.

[Buy key account planning template on line – click here](#)

3. **Negotiation Skills**

The workshop helps to create understanding of the negotiation process. It covers how to understand your limits, approaches to price, handling objections, positioning, proposing and closing.

Aimed at all customer facing team members this workshop provides a straight forward and effective way to get a win- win situation from all your customer transactions.

4. **Winning bids and proposals:**

This provides a method of approaching every bid with the same robust approach, whether the incumbent or not. This workshop covers strategy for winning the work, researching, planning, team synergy and design of presentation material. This approach increases consistency, helps reduce risk and cost and significantly increases chances of winning new work with new and existing clients. Workshop can be broken into 2x4 hour sessions.

5. **Innovation for profit:** for any sized business

This workshop helps businesses develop a highly creative and disciplined approach to innovation. Benefits from this workshop would include, more output and revenue from ideas, differentiation from the competition and significant improvement in customer satisfaction. Small or large businesses can convert ideas and know how into profit. Business leaders take from this a system to follow, adapted to their way of working. Workshop duration 1 full day

6. **Selling Services:** for any sized business selling a service

Selling services can be a minefield of do's and don'ts. This seminar de-mystifies the art of selling services with clear principles and well proven sales and marketing approaches. It includes what a service is, what to focus on, making the service stand out, delighting the customer and positioning the service into the market and much more. Business leaders and client facing staff will go away from this with a clearer view of how to maximize sales potential. Seminar duration ½ day.

7. **Building a Sales and Marketing Plan:** for any sized business

Businesses can learn how to approach putting a plan together using some powerful tools for assessing the market, product/service strength etc. They make the plan fit their style of doing business. This workshop ensures that the participants can deliver a robust, useful guide for business delivery. Workshop duration 1 full day with follow up facilitated team sessions.