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About IFST

Our Experience

After 35 years in the sales industry, the decision was made to alter direction. Now, we share our passion by helping others. Our training process is designed to empower your team and provide them with the tools they need to succeed. Our success is measured when your teams push beyond the expected, using the skills we've helped them master, to help them transform businesses, lead markets, uncover new opportunities and branch out in new directions.

Our Approach

Our service includes a comprehensive consultation to help us to gain an insight into your business and identify gaps and opportunities. We also offer a suite of bespoke training solutions that will meet your requirements exactly. We will become part of your team and partner with you to ensure that we identify all areas of development for your team and ensure that we provide the training and development needed to enable each member to reach their full potential and deliver success for your business.

Why Us?

Business mentors are key—that's why when it comes to client selection, we ensure that we understand your business completely. Trust is at an all-time low and that's why we adopt a trusted selling approach, to make your sales team stand out from the rest, truly world class. We also offer to observe your sales people in a live meeting situation and provide you with a written observation on their skill-set and development areas. This is what makes us completely unique and able to offer you a bespoke packaged solution.



Our Courses

IFST are experts at....

In house sales training courses

Our in-house sales training courses are designed around your sales team's needs. They can be run at your offices or at an external venue, whatever works best for you and your team. It is a great way for you to ensure that all your team receive the same level of development and all their skill sets are aligned. We will work with you to design a bespoke training programme, which can be delivered over several days to suit your needs. We can also work with you long term to ensure the training that has been delivered is being effectively used in the field or over the phone by your team. This can mean we can deal with the real issues that are affecting your business and work with you to ensure you get a real return on your investment.

Find out more by contacting one of our experienced team who will be happy to guide you through the process and answer any questions you may have.

Email: info@IFST.online

In field sales observation

This is the area that makes IFST truly stand out from the rest. Once we have delivered the training to your team, we will work with your sales managers and sales professionals to really ensure they are embedding the knowledge gained in the field. We will accompany your sales adviser in live meetings and observe them interacting with your customers. We will carry out a full observation concentrating on their questioning skills, listening skills, body language and how they build trust with their customer. We will then complete an observation form detailing all the developments for that individual sales adviser and discuss this with the sales manager to ensure these areas are developed. We can also offer training and development to your managers and leaders too, to ensure the whole team is working more effectively and more importantly, bringing in more revenue for your business.

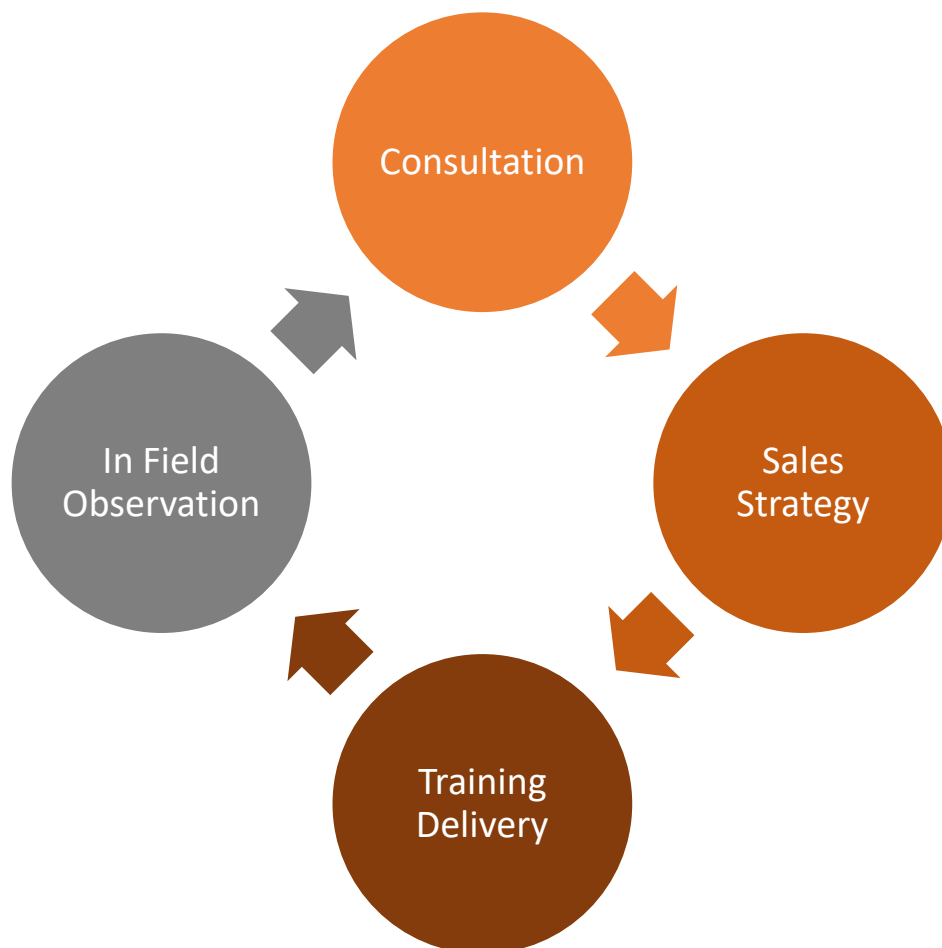
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We come full circle – Sales Coaching, Consultancy and Strategy

We offer help and advice on all the following areas: -

- Consultation – We really get to know your business, your people and your needs.
- Sales Strategy – We will design a sales training course to match your needs and demands.
- Training Delivery – In house bespoke training for your sales professionals and managers.
- In Field Observation – Coaching and on-going development for your sales professionals in a live meeting with your customers and direct feedback and coaching for your sales professionals and your managers.





Industries We Serve

We proudly serve the following Industries:

Financial Services

Retail Banking

Healthcare

Consumer Packaged Goods

Software, Technology & IT

Manufacturing & Industrial

Media & Advertising

Professional Services

Retail

Geospatial

Security

Chemical Manufacture

Training Methods – How we train

We believe all learning should be blended to ensure acquisition of knowledge, mastery, application and long-term, sustained behaviour change in the field.

We are flexible in meeting your training needs because we offer multiple training models that allow us to deliver sales training programmes through a variety of channels.

Blended Learning Solutions

IFST Sales Performance's blended learning sales training incorporates a range of training delivery models, including;

- Instructor led classroom training
- Instructor led – Virtual training
- In field live coaching

We use the following methods in all of our training programmes:-

- PowerPoint
- Group discussion
- Videos
- Role-play
- Written Assessments
- Video Assessments

Because our online sales training content is rendered in various training models, our blended learning solutions can be customised to fit our clients' needs.

The percentage of total content that is offered using the various models will therefore vary by client.

A common blended learning training for our clients typically involves 55%-75% of the total time spent engaged in the classroom and 25% - 45% spent in the field, coaching.

All our classroom-based training can be held at our client's site or held at an external venue.



Course List

Selling Skills

Courses designed to develop the skills of your sales teams to increase sales in your business.

“Challenger” selling - Advanced Selling Skills

Field/Telephone Observations in real time

Developing your leaders

Giving your leaders the skills and confidence to grow their teams’ abilities and increase sales revenue.

Presenting with confidence

Developing your Leaders - Leadership Course

Customer Service

A course designed for your customer facing staff, to ensure they are projecting your company in the best way possible.

Enhanced Customer Service

Bespoke Courses to suit your business exactly.

We also offer bespoke training courses to match your company needs exactly, designed around your business for your business. These include Induction courses, Customer Service skills, Communication Skills and more...



Course Outline

Enhanced Customer Service

Course Number: IFST201105

Course Length: 1 day

This Programme Is Suitable For:

Customer facing staff
Receptionists
Customer service staff
Technical support staff

Description

Providing excellent customer service is essential to growing your business. Your customer service team are often the first contact your customer will have with your business, therefore ensuring their experience is a good one is crucial. This course will ensure your team provide an excellent first impression and deal with any queries or concerns your customer may have in a professional manner.

Course Content

- Positive Mindset
- Social Styles
- Interpersonal Skills
 - Questioning Skills
 - Listening Skills
- Objection Handling (Dealing with complaints)
- Telephone techniques
- Writing effective emails
- Time Management

Delegate rate: £199 Exc. VAT (minimum of 4 delegates)



Course Outline

Advanced Selling Skills – Challenger

Course Number: IFST181205

Course Length: 2 days

This Programme Is Suitable For:

Field salespeople
Business to business salespeople
Client relationship managers
Account managers
Business development managers
Commercial managers
Experienced salespeople looking for a different perspective

Description

A structured sales process for your team to increase business opportunities and grow sales. This brings a new face to selling and completely changes the way we have all been told to sell. The customers are given a new insight into the role of an adviser and not the traditional “salesperson”. It is designed to give your experienced advisers a fresh look at selling and add to their existing skills, whilst increasing sales and profitability for your company.

Course Content

- Positive Mindset
- How to develop a “World Class” sales team
- The “Challenger” sale
- Social Styles
- Interpersonal skills
- Objection handling
- Telephone prospecting
- Time Management

Delegate rate: £299 Exc. VAT (minimum of 4 delegates)



Course Outline

Presenting with confidence

Course Number: IFST190412

Course Length: 2 days

This Programme Is Suitable For:

Field salespeople
Business to business salespeople
Client relationship managers
Account managers
Business development managers
Commercial managers
Any member of staff that is presenting to customers or colleagues
Training staff (as part of a train the trainer course)

Description

This course will take delegates through a structured approach to presenting to customers or colleagues. It will help to increase their confidence by identifying the key elements to a successful presentation. How to keep your audience engaged and ensure your goals are met. It also works perfectly as a Train the Trainer programme.

Course Content

- Learning Styles
- Creating a course outline
- Identifying course content
- Coaching model
- Training & Classroom management
- Assessment (video)

Delegate rate: £350 Exc. VAT (minimum of 4 delegates}



Course Outline

Developing your leaders

Course Number: IFST180112

Course Length: 2 days

This Programme Is Suitable For:

Sales Managers
Sales leaders
Sales supervisors
People who are leading a sales team

Description

If you are a sales manager or leader within your company and need to get the best out of your team through effectively managing their performance and coaching, then this is the course for you. You'll look at your managerial style, what it means for your team and how to ensure each of your salespeople are maximising their performance to win more business. This sales management training course seeks to empower sales leaders at the top of their game, in order to motivate and drive world class sales teams.

Course Content

- Learning Styles
- Leadership model
- Motivating others
- Coaching model
- Influencing skills
- Increasing productivity

Delegate rate: £399 Exc. VAT (minimum 4 delegates)



Course Outline

Field/Telephone Observation in real time

Course Number: IFST180104

Course Length: 1 day

This Programme Is Suitable For:

Field salespeople
Business to business salespeople
Client relationship managers
Account managers
Business development managers
Commercial managers

Description

How to get more sales from your team by developing their skill sets in real time. We will go into a live meeting/telephone call with your salesperson and observe them conducting a live sales discussion. What better way to see how you can help them to progress. They will receive a full observation with their development areas for each meeting observed, we can then discuss these areas with the sales manager in order to ensure these points are developed.

Course Content

- Initial benchmark observation to assess skill level of each field sales/telephone consultant.
- 1:1 evaluation and feedback.
- Observation form providing detailed development points gained at customer meeting.

Delegate rate: £450 Exc. VAT



Course Outline

Bespoke – designed to fit your needs

Course Number: IFST201112

Course Length: As required

Description

All IFST Sales Performance training is highly customised to fit the precise needs and processes in our clients' businesses. Research confirms that deep customisation drives better outcomes because it is highly relevant and immediately applicable for participants. Top sales organisations understand that different sellers and teams need different capabilities.

IFST Sales Performance Customisation Process

The customisation process for sales training ensures we:

- Define and target the most critical selling behaviours your organisation needs to prioritise for sales success at this moment, in your market.
- Facilitate early engagement and buy-in across your leadership and management teams to help drive change.
- Have clarity and accountability to drive to your timelines and outcomes.
- Incorporate and drive alignment and further adoption of the tools and systems you already use that work for your teams.
- Create a cohesive sustainment plan that drives long-term, lasting change.
- Develop and deliver highly engaging and relevant learning materials that inspire your sales team to push harder in trying new approaches and growing their skills to raise standards in front of your customers.
- Create Induction courses to welcome your new salespeople into your organisation and give them the stepping-stones they need for a successful career and financial reward for both them and your business.

We begin by conducting a series of stakeholder interviews, most often with senior executives, frontline sales managers, and top-performing sales professionals. This helps us get a clear understanding of your strategy and culture, go deeper into your specific needs, and get a better understanding of what's working and what isn't. All of this helps guide the creation and delivery of your custom training solution.

Secondly, we will make recommendations for the learning journey and measurement and sustainment strategy. We will lay out the exact content that your managers and salespeople will learn before, during, and after the training events.

Delegate rate: Dependent on design and delivery time

Module Information

Please Note our "Course Modules" are delivered virtually and run for approximately 60 minutes to 90 minutes. Please see below for more information on the individual modules.

The Customer Journey

This module looks at the journey our customers make when buying a product or service from us. It is useful for all departments within your company to attend and work together to understand the differing needs of the customer and different skills of the adviser as the customer moves through each part of the selling process. A truly eye-opening experience for your whole team.

90-minute module

History of Sales

New or established salespeople may be selling in a way that was great once, but now doesn't work. An enlightening module for teams needing a refresher in the fundamentals of selling in the 21st Century. From the evolution of sales, what sales looks like today and in the future, and the key skills needed to be successful in the sales world.

90-minute module

Emotional Intelligence

Emotional Intelligence (EI) is a more important indicator of sales success than IQ. EI is the ability to control one's emotions and adjust emotional outputs, and to recognise emotions in others and manage situations effectively. This module will show teams how to measure their emotional intelligence and improve upon it for success.

90-minute module

Positive Mindset

Mindset is a big part of selling, if you or your customer are in the wrong mindset, it will prove an uphill battle to reach a positive outcome. This module looks at how our emotions can control our actions. What we need to do to ensure we get our customer on the green line to ensure they are in the right frame of mind to listen and be receptive to our ideas and proposals.

90-minute module

Structuring your Meeting

Here we will look at how you prepare for your meeting with the customer. What information you can gather before the meeting and what information you will need to gather at the meeting. This will give you a structure to follow to build confidence and trust with the customer.

60-minute module

The Art of Questioning

Questioning the customer if done incorrectly can seem like an interrogation. How we question will determine how the customer will respond. Once we have asked the right question, this will allow the customer to feel relaxed and comfortable and will establish trust to enable the selling process to begin.

90-minute module

Listening vs Hearing

Asking the right question is not always enough. Salespeople can ask a really thought-provoking question and then not listen to the answer. The art of listening is different to merely hearing, being able to listen to what the customer says instead of waiting to ask your next question is powerful in building a trusted relationship with your customer.

90-minute module

Identifying the Need

This module looks at how we can use questioning and listening skills to really find out what the customer needs. Not falling into the trap of thinking you know what they need before going into the meeting but really using your skills to build a truly bespoke solution to fit the exact needs of the customer.

60-minute module

Know your Customer

Ever wondered why a meeting has gone so wrong. You have gone about it in the same fashion you always do but have come out with a different result. This is because you have come across somebody with a different personality profile than your own. This module will look at the different personality types of your customer, identify what type you are and look at how you can adapt to get a positive outcome from all personality types.

90-minute module

Managing Objections

Whether obvious or not, customers will object at some point in the sales process, and if they don't, they are unlikely to want to buy. All salespeople know the feeling of being rejected by a customer, whether it be on the first call or right at the end of sales cycle. In this module we look at different types of objections, why customers object and how you can make a few simple changes to start to overcome them.

90-minute module

Closing the Sale

Closing the sale should not be a stressful, dreaded event in the sales process. Closing should come naturally and as a conclusion to a successful meeting. In this module we will look at how you can make the closing of the sale a natural and effective part of the sales process to ensure the hard work you have put in throughout your meeting does not fall short at the last hurdle.

60-minute module

Managing your Time

Time Management is key to enable your salespeople to focus on the important tasks of making more sales. Time is a valuable commodity so planning your time is important to ensure your tasks are completed on time and to the right standard with internal and external customers. In this module, we will show you an effective structure to help you spend more time doing the right things and less time on the tasks that eat up your day.

60-minute module