

Jaws selling

“Will you meet your sales target?”

synopsis

This programme will give you an objective method of measuring your selling ability; it will also give you feedback on how persuasive you really are.

The ‘order book’ alone will not tell you what business you have missed or by how much. If you are successful now and you have not been on a selling skills course for 12 months, by investing a few days of your time we will help sharpen your persuasiveness, knowledge and activities, together with helping you devise a plan whereby you are not just busy, but productive. The reward may be winning one or two more orders this year.

We will give you an easy to use method of measuring the quality of your Skill, Activity and Knowledge as well as guidelines on how to construct a persuasive presentation or proposal.

Having completed the course you will have the ability to check your persuasiveness through analysing your “key ratios”. This means you are much more in control of your forecasting and future success because you can make changes when you need to, rather than have them forced on you.

This course is not for people who believe they have the ‘gift of the gab’ or those who believe they are personality salespeople. This course is about time honoured, tried and tested skills and knowledge that you use in conjunction with your personality, no new fancy concepts – measuring persuasiveness is what it’s about so you know how good you really are.



The smarter you are, the luckier you will become.

“How to avoid Death by PowerPoint”

synopsis

By the time you have earned the right to present to an existing or prospective client your investment has been considerable. To come second in the selection process is not only costly but can also be very depressing and de-motivational for the individuals and company as a whole.

The beginning, middle and end, together with the quality and content of visuals are very important to the success of a presentation. Jaws presenting covers how to make a professional show in all these areas including laptops and video projectors. You will receive personal coaching about image, how to use your voice and body to add impact.

The course covers the main areas of presenting:

- ✓ To ensure what you are saying meets your objectives
- ✓ How to say it with passion and power
- ✓ Handle your audience and their questions with confidence and comfort
- ✓ How to make visuals work for you

Our experience shows that most presentations are lost in question and answer sessions at the end or during the presentation. On this two-day course we will devote time showing you how to handle the different types of people in the audience and how to deal with the questions they ask. You cannot afford to lose credibility at this important stage in your sales cycle.

We will help you develop your full potential, calm your nerves and put on a show that will make your competitors envious.

**Would you prefer to –
spend 2 hours in rehearsal or 2 days in post mortem?**

“The art of smarter barter!”

synopsis

Most companies invest time and money in training their salespeople and managers to “sell the benefit” which should enable the company to sell their products and services at their best price and achieve the right margins and profitability.

Salespeople and buyers alike can be giving away valuable percentage points without knowing it. Most of the time the give-away is invisible, for example – how many salespeople and company buyers know how much 60 days deferred payment costs? Not only is cash flow affected but in real terms you may have given away as much as 4% discount and on a £250,000 contract that’s a lot.

This programme is about all aspects of the **bartering process**. We cover the Five Strategies and the Four Phases of negotiating, how to spot “signals” and how to handle intimidation. Without this knowledge you will be at a disadvantage in front of a trained negotiator. We also cover the dirty tricks that people play and most important, how to avoid a lose/lose situation.

Your newfound knowledge and skill will directly affect your bottom line. If you are negotiating with channel partners, employees or customers and whether it is salaries, products, services or relationships, these skills, strategies and tactics will give you an edge that ensures you achieve a win/win..... if that is your objective.

**After five months of going at it eyeball to eyeball,
the other guy just blinked....
find out why!**

Jaws leadership and managing performance

“Another Monday!”

synopsis

If your job as a manager is to manage the performance of your team and the individuals, then this course will provide you with an easy to use tool kit to ensure you do what a good manager should do.

Most management courses tell you what you should do but they never show you how to do it, that's why Jaws leadership and managing performance is a powerful course, because we give you the tools and then we show you how to use them.

No big new systems, fancy concepts or guru ideas, just tried and tested techniques that work.

If you only have one style of managing then you can only be effective 25% of the time, you will receive feedback on your interpersonal skills, leadership flexibility, effectiveness and management style. This feedback will help you decide if you could be more effective in your role, also how to have a motivated team and have fun whilst making a profit.

This course tends to err on the practical side of managing performance. We cover three key theories of leadership styles culminating in a realistic approach for managing a dynamic business in today's competitive environment. So whether it is your team, your boss or your clients that you are managing - the same rules will apply.

We will also help you install standards of performance by which you can control and measure yourself and your business, because without these you cannot be effective – unless you use the old ‘management by fear’ technique, but that will make it just another Monday – no change there then!!

**There are no bad employees,
only bad managers.**

“Are you a ‘push’ or ‘pull’ style influencer?”

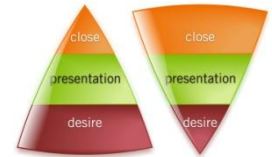
synopsis

The multi discipline role of a consultant today demands that they are also multi skilled, the ever increasing demands of developing existing accounts and winning new business is vital for future success.

During this programme we will assess your current influencing ability and where appropriate suggest areas for change to make sure you are not using too much **‘spray and pray’**.

We objectively measure your verbal behaviour; no new fancy concepts or quirky ideas, just time honoured proven techniques. We are not out to change your personality just some of the behaviours you may use.

This programme proves useful to those who have to influence others especially when the product or service is intangible.



Your ‘key ratios’ will also indicate where improvement is needed; you will leave the programme with this effective analysis tool. If, at present, you are making five presentations and winning one we will help you change that to a three in five win rate.

If you have not effectively completed the needs discovery/creation phase of influencing, then this will affect how successful you are in presenting, writing and negotiating, so we will also give you tips on how to construct a persuasive proposal and a high impact presentation ensuring you avoid ‘Death by PowerPoint’.

**If the second slide in your presentation is about your company
you’re using too much ‘spray and pray’.**

Jaws personalities and teams

“Is your team forming, storming, norming or performing yet?”

synopsis

Whether you are in a project team, a team of senior managers or an office based team and would like to work better together, have more fun and be more effective in what you do, then this programme is for you.

We will not be asking you to hang from the edge of a cliff or go pot holing to build team spirit and no hugging. Understanding who we are, and why we are like we are, is what this programme is all about. First we get you to understand your own personality, then how that affects others you live and work with.

When there are six different personalities and abilities in a team how do you get the best out of each other? We will give you hints and tips on how to make this work, develop synergy, communicate in a fun, effective way and get you through forming, storming, norming and into a performing way of working.

We will have a look at how your personality can change when you are under pressure and things become stressful.

You are who you are and we are not out to change that, but we can help you learn to adapt when you need to if things are not going your way.

I am not crazy..... I am just not you!

Jaws psychological selling

“We had the best product, best technical argument, best price and they still said NO!”

synopsis

For those companies who have invested time and money in training and development and claim they have a well trained and skilled sales force, why is it that they can still lose out on that all important deal? Having spent many years training and working with top professional salespeople in all walks of life and different industries we asked the same question, and that’s why this programme was created.

During part of our research and audit process, we discovered that although these salespeople were doing it “by the book” they were still losing that occasional “safe as houses” potential order, this forced us to look beyond what the client wanted and more into how they made the decision. By applying tried and tested proven facts about personalities we have helped win that one extra important order, especially when it involves relationship selling in a long sales cycle. Jaws psychological selling has also proved very effective when project teams are formed and teamwork is all important.

There are no new fancy concepts, no complicated processes. We will show you how to use what you have always had but in a slightly different way. People say this programme has proved to be the least disruptive, least costly and easiest to implement, providing a permanent impact on the sales force and management team.

Who are life’s natural born listeners?

“Write to express not impress”

synopsis

If the decision to buy your product or service is to be made behind closed doors, then will your proposal do the job?

Is it easy to read? Is it persuasive? Does it prove your case and sell the benefits?

How do you know? We will give you an objective measure of your readability and persuasiveness to help you find out.

This one-day programme also gives you a checklist and the knowledge of how to put the correct ingredients into your proposals.

Our loss analysis interviews show that when a potential client says “you were too expensive”, “you are too big”, “you are too small”, this is an excuse; because often what they would like to tell you is that the proposal was “no more than a quotation” or it was “worse than War and Peace”. Were you writing for the reader or yourself? Does your contact like full detail or just the headlines; is it written for the head or for the heart?

How do you know if this course will help you?

If you write two proposals and always win one of them then you are already doing a good job. However, if your ratio of writing proposals and tenders is higher than 2:1 then we can help improve that win rate.

The same goes for presentations and pitches.

At this critical time in the sales cycle we can provide you with the tools that ensure you structure your proposal in logical order, write it for today’s speed readers and make it persuasive. But most important it will ensure that it sells the benefits, not just the features.

Why are you writing a proposal anyway?

THE COLD CALL

synopsis

Today, more so than ever, the telephone is a valuable cost effective part of every day business, from reception to hot line support services or sales. Properly used it can save time and contribute to major success; used poorly it will lose potential customers. The wrong inflection, sigh or tone of voice can give a bad impression.

So whether your role is making external calls for selling or customer care, or receiving incoming calls for support or problem solving, we can help.

During this programme we examine and practice all of the factors that produce a professional telephone manner. If your role is selling on the telephone we extend the course to two days and cover subjects like Handling Objections and Questions, Selling the Benefit and asking for the order without being pushy. We will also show you how negotiating on the phone can be fun.

Used correctly the telephone can be the most powerful, cost-effective tool in your organisation. Used wrongly it will do untold damage because your potential customers will not tell you that their initial impression of your company did not portray an organisation that cared or was professional.

“Just hold a moment”.....CLICK!

Jaws effectiveness audit

“You put the future of your company in the hands of your people – how good are they?”

synopsis

This programme provides you with an objective measurement of how effective your selling team and consultants or managers are.

Whilst you may have set a target of £20m profit, do your people have the necessary knowledge and skill to achieve that level of selling, negotiating or managing? How do you know? Could they have made it £25m?

What do we do? We have a unique way of measuring an individual's Skill, Activity and Knowledge through objective measurement. By completing these measurements we can provide you with a finite effectiveness score for each individual and then the whole team. From this we can formulate an action plan to prevent you missing your objectives, which means not having to suffer all those sleepless nights, headcount freezes and expenditure cuts.

Also we help you grow and look after your people, from this initial audit we can produce a personalised 12-month Development Plan for each individual to ensure you keep ahead of your competition. As it is now proven that training and development is a major factor in attracting, retaining and motivating staff. We will provide you with qualitative and quantitative data on how good your sales force and consultants are.

When did you last have a health check?



Jaws retail selling

“Retail therapy”

synopsis

In today's very competitive retail environment it's not always price that wins. If you can get a good price, good service and have enjoyed the experience of parting with your money, that's good therapy.

Jaws retail selling is about making sure you add value to your price and product positioning, customer loyalty is what we aim to build.

On this two-day programme we cover how to approach the customer and say something other than 'can I 'elp you', how to handle multi customers, establish buying criteria, sell benefits not features, look the part, sound the part and smell the part, also how to close the sale in a fun way.

Our experience and research has shown that 60% of potential customers walk out without making a purchase. What percentage of that 60% walk out of stores because of poor service, not being sold to, being sold to in the wrong way or they failed to find what they were looking for?

For a small investment in your people we aim to give you a better return on your investment of advertising, environment, branding and rent, by increasing the foot fall and making every opportunity work – that's therapy for the investors.

Customer service is second to customer loyalty!

- be helpful..... not pushy.

Jaws report writing

“Will you be paid for the words or the ideas?”

synopsis

An essential management skill is the ability to communicate, not only verbally but also on paper. The Jaws report writing course provides you with a model that will ensure your report is easy to read and effective.

Important decisions are made on the basis of reports. Ineffective reports will often result in ineffective decisions. Will your report do the job? Is it clear; is it persuasive, does it prove your case?

During this one-day course you will be given an easy to use formula for measuring your clarity as an author, ensuring the report achieves the objective.

We will help you write for the personality type and today's speed-readers.

If you are paid by the word then this may not be the course for you, if however being effective, successful and persuasive then just one day of your time will help you achieve your ambitions.

**“What is written without effort is, in general,
read without pleasure”**

Samuel Johnson

“Are you the company ambassador?”

synopsis

This course is for those who need to know the rules of the game but who are not in direct line sales - project managers, systems engineers, pre sales specialists, finance directors, H.R. professionals.

On this one-day programme we cover all the elements required in today's professional persuasive role. We will give you an easy to use process that ensures you follow two golden rules:

1. you cannot sell anyone anything until you have established a need
2. use the ratio of 2:1, that's listen twice as much as you talk. That way you will not become the person you dislike so much, those who get into full flow using the gift of the gab.

This programme is as much about learning the process and following the rules as well as receiving feedback on your own persuasive style.

Whether you are the company's ambassador through support or technical expertise you are at a disadvantage if you do not know the art and science of persuasion.

**The company ambassador needs to know
the rules of engagement.**

Jaws coaching

“How to deal with the positive non co-operators”.

synopsis

This course is for those who are directly responsible for the sales performance of individuals and teams. You will gain most from this course if you have already completed the two-day Jaws leadership.

On this course you will learn how to use behavioural analysis to assess a sales interview, having analysed the data you will be in a position to provide objectively measured feedback for coaching an individual.

You will understand and have faith in the coaching process that not only keeps you in control but also develops others. Every day managers have the opportunity to coach and develop members of staff. Formal training courses provide ideas, new skills and knowledge, the real training should take place at work, because that is where training can be turned into an experience. Managers are in a unique position to help team members learn, develop and gain experience.

Managers who learn coaching skills will become wealthier for the experience because the payoff will be more competent staff who are better motivated which means less stress and more free time, because when a job needs doing you will know someone else can do it.

**There is no such thing as constructive criticism,
we only do feedback.**

Jaws refreshing

“Someone has to lose”,

if that frightens you - don't enquire about this programme

synopsis

This programme is not for the fainthearted!

You will be in a live sales situation with your own products and services selling to a real customer with a real competitor breathing down your neck and the clock is ticking.

Over a three day period you will go through the whole sales cycle from the first meeting, second meeting, presentation, proposal and negotiation stage, you will receive feedback on your performance at each stage.

Your competitor will be as smart as you, know the same tactics, play the same game, so you will have to use every ounce of your wit, personality, skill and sales cunning to win.

We will be helping you with psychological profiling of accounts and people, with tips on how to deliver a persuasive argument that makes **you** win, it's good fun but it hurts!

If you are at the top of your tree and have been on all those training courses.... try this one!

It doesn't get any tougher than this!

Jaws selecting

“How to avoid monsters”

synopsis

Good people are hard to find and keep. Jaws selecting provides process and interviewing techniques that ensure you have the skills and knowledge to interview today's professionals. We provide methods of how to sort fact from fiction when it comes to assessing the delegate's skills, activity and knowledge. The process also ensures that you uncover the candidate's needs and criteria for employment as opposed to ambitions.

If at present you base your recruitment decision on 50% facts and 50% gut feel, then this course will provide you with a process that allows you to have 80% facts and 20% gut feel. The candidate may not have the exact skills and knowledge you need, however, if you like them, you can still employ them, but now you will know exactly how much time, money and effort you will have to invest for them to be successful in your company and market place. This process helps you avoid hiring other companies' **monsters**, people who became 'stars' by one fluke order or had been handed success on a plate.

During the course we also look at the process for counselling the poor performer, running meaningful appraisals and providing you with a framework for an induction programme.

Recruitment is the largest and most important investment you and your company will make - Jaws selecting will help you maximise that investment.

It may be up to nine months before you know if you have made the right decision – can you afford that?

Jaws advanced presenting

“So now you are a good presenter?”

synopsis

This course will only be useful to those who have completed the Jaws presenting course.

Through that programme you will have gained the knowledge of stage management, how to construct visuals, what to say, how to say it and basic improvisation.

On this advanced programme you will work with our consultants and a professional actor to develop your own **individual** and **personal** presentation style whilst covering:

- voice projection
- advanced improvisation
- increased self awareness and observation
- enhancing spontaneity and creativity
- expanding the emotional palette available to presenters so that their delivery is in tune with the material and the target audience.
- guidelines on profiling your audience to ensure you are in tune with their decision making processes.
- how to prepare yourself before your presentation to ensure your nerves are under control and you give an engaging performance.

You will learn how to tune in to, and be in tune with, your audience. You won't be taught tricks. You will be taught techniques that will help you before, during and after your presentation and will stay with you as part of your creative toolkit.

Colour my voice.

Jaws managing projects

synopsis

Projects are increasingly used as a cross-functional management approach for the whole business. Project management is therefore becoming a manager's core competence, and this workshop helps you reinforce and develop your skills as a project manager, focusing on the crucial planning and organisational processes, tools and techniques, as well as the people skills needed to make a project team work as effectively as possible.

Get a solid understanding of project management methods with this comprehensive course covering the entire project life cycle.

During this 2 day course you will discover a wealth of valuable, flexible tools to ensure the success of any project in any type of organisation. You'll learn project management skills through case studies and hands-on exercises, and as with all the Jaws programmes you can immediately apply these new skills to your job.

Project management gives you the foundation, experience, techniques and tools to manage each stage of the project life cycle, work effectively with stakeholders, set realistic goals, handle the challenges of running a project team, get the required support from your project management team, and utilise project management tools to get the work done on time and within budget.

Where appropriate, the topics are taken from the published syllabus for the APM Introductory Certificate in Project Management (APMIC). It is intended that completion of this course, together with revision, will provide sufficient theory to enable successful undertaking of this exam for those that wish to pursue it.

Managing projects opens the door to more efficient project implementation:

- Master fundamental project management skills, concepts and techniques
- Develop work breakdown structures
- Set realistic, measurable objectives
- Establish a dependable project control and monitoring system

Designed for:

- Newly appointed and future project managers
- Managers who have or will have project responsibilities
- Project team members, stakeholders and project sponsors