



Marketing your Business & Winning Clients

Date: 20th & 21st May

Venue: West One, 9-10 Portland Place, London, W1B 1PR

Tel: 0870 609 1584

Fax: 0207 637 2881

Times: 9.30am - 4.30pm (lunch provided)



Price: CSA Members £250 Non Members £300

Marketing your Business & Winning Clients



Presenter: Sue Froggatt, Managing Director of Sue Froggatt Training

The UK's Independent Training Provider for Membership Organisations

Marketing your Business & Winning Clients

2 Day Course

20th & 21st May—London

Day one will focus on how to generate leads from referrals and other sources. Day two will focus on the process of how to turn leads into sales, including the personal skill sets you need to develop to build rapport, trust and network effectively.

Day two will also help you develop and win new business from existing clients.

These two days will give you the complete picture of what you needs to be done, however if required, you can book on just one of these two days.

Aims & Objectives

The seminars are ideal if you:

- Are looking to grow and increase revenue from new clients
- Have a new product, service or offering to launch
- Have ambitious sales targets
- Want to develop a smart sales and marketing plan
- Are you looking for some new ideas, hints and tips to help you achieve your sales targets
- Are interested in developing a referrals network and new sources of leads
- Are considering targeting new market sectors or industries
- Need a strategy to help you deal with new competition

Who should attend?

- People who are responsible for generating and handling new business, working face-to-face or over the telephone with prospective new customers
- Business owners and stakeholders; Directors; Sales & Marketing Managers; Business Development Managers

Programme

Day 1: How to generate leads and referrals

- 9.30** The Process of Lead Generation
- The Key Success Factors in Lead Generation
- 11.00** **Tea/Coffee Break**
- 11.20** The Pitfalls and Challenges of Lead Generation
- Planning—the research you need to undertake
- 1.00** **LUNCH**
- 2.00** Preparation—what you need to do to support your lead generation activity
- A Review of the options you have to generate leads
- 3.00** **Tea/Coffee Break**
- 3.20** How to determine which approach is right for you
- Other tips and advice
- 4.30** **CLOSE**

Programme

Day 2: How to turn the leads you generate into sales

- 9.30** The process of lead conversion
- The fundamentals of lead conversion, including the problems prospects experience when being sold to and what they are looking for in a new supplier
- 11.00** **Tea/Coffee Break**
- 11.20** How to qualify leads
- The sales process for managing different types of leads
- 1.00** **LUNCH**
- 2.00** Key skill sets you need for selling, including:
Developing rapport and trust
Listening skills
- 3.00** **Tea/Coffee Break**
- 3.20** Questioning skills to help you deal with objections
- Other tips and advice
- 4.30** **CLOSE**

Microsoft Office Outlook.Ink

3 or more delegates receive a 10% discount!

TRAINING BOOKING FORM



Marketing your Business & Winning Clients 2008 May 2008

I wish to attend the seminar on: 20th & 21st May 2008
Venue: West One, 9-10 Portland Place, London, W1B 1PR **Times:** 9.30am - 4.30pm (lunch provided)

Registration Details

Company Name:			
Address:			
Telephone:	E-mail:		

DELEGATE DETAILS

Name	Position	Association Member £250 (excl. vat)	Non-Member £300 (excl. vat)	TOTAL
By BACS Payment, Account name "CSA (Services) Ltd Sort code 01-01-42 Account Number 17030919 NatWest PLC, Bury Branch	Sub Total			
	Less Discount (for 3 or more delegates on same form) 10%			
	VAT at 17.5%			
	GRAND TOTAL			

Signed:		Date:	
Contact for Booking:		Position:	

PAYMENT DETAILS—CSA/DBSG events are run by CSA (Services) Ltd—include payments, payable to same, with form

<input type="checkbox"/>	Cheque enclosed £_____ (please make payable to CSA (Services) Ltd)		
<input type="checkbox"/>	Credit Card No:	Card Type:	
	Security Number:		Expiry Date:
	Cardholder Name:		Signature:

Registration forms and payments should be returned to:
 Gillian Forrest, Head of Training, CSA (Services) Ltd, Wingrove House, Ponteland Road, Newcastle upon Tyne NE5 3AJ
Tel: (0191) 286 5656, Fax: (0191) 286 0900
Company Registration No: 05055685

Are you a SME company with turnover under £500,000? If yes please tick box