



# Enhancing Sales Skills Workshops

## Four One-Day Development Workshops

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The GIMA Knowledge Exchange Programme will this Autumn feature four one-day interactive workshops designed and presented by Cedar Associates.



- **Leading & Managing a Team**
- **Negotiation Skills**
- **Key Account Management**
- **Sales Territory Plans & Developing a Consultative Approach to Selling**

**20th September, 2017**

**11th October, 2017**

**22nd November, 2017**

**13th December, 2017**

## Presenters

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Cedar Associates are an energetic and innovative management training and business consultancy that have been deeply involved in developing their clients businesses and their people since 1993

**Location:** Horticulture House, Chilton, Didcot, Oxfordshire OX11 0RN

**Cost:** GIMA members: £175 + VAT per day, 2 or more workshops | £195 + VAT for one workshop  
Non members: £205 + VAT per day, 2 or more workshops | £225 + VAT for one workshop

**Limited spaces available | Book online now at [www.gima.org.uk](http://www.gima.org.uk)**

Saving | Connecting | Promoting | Representing | Supporting

*From refreshing existing knowledge, to creating a strong basis to start your career in management, the autumn programme of workshops will offer real and tangible advice that can be immediately put into action in the workplace.*

### ● **Leading & Managing a Team**

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Will focus on the ways that managers can improve staff morale, understand the dynamics of the teams they work in, and finally analyse their strengths and weaknesses. Topics up for discussion will include delegation, leadership styles, coaching staff and motivation to name but a few.

### ● **Negotiation Skills**

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Designed to help attendees understand the difference between traditional 'positional negotiation' and collaborative negotiation. The session will offer top tips regarding the diverse ways that buyers and sales staff can develop their own negotiation aims and use strategies to achieve their goals, whilst also highlighting communication skills designed to gather information, explore ideas, and remain assertive in challenging situations.

### ● **Key Account Management**

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Enable delegates to differentiate between 'Account Management' and 'Key or Strategic Account Management'. The workshop will encourage attendees to utilise a range of skills to maintain and develop relationships with customers to expand the revenue and worth of the accounts they manage, whilst also focussing on ways to retain and defend the accounts from competitors.

### ● **Sales Territory Plans & Developing a Consultative Approach to Selling**

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Participants will be better able to use sales territory plans to structure and make best use of their efforts, implement new techniques to prioritise tasks and plan their time, employ a 'consultative sales' approach to develop existing and potential customers, while increasing link, cross and up-sale opportunities.