

Agenda for Two Day Selling Seminar
“The Evolution of Sales – a Revolution”

Delivered by; *Patrick Broderick*
Founder and Managing Director of
Myrmidon Consultancy

Day 1

- 8:45 - 9:00** **Arrival and coffee.**
- 9:00 – 10:30 The Evolution of Selling:
- “Concepts in Selling”
- Misconceptions of proactive sales
- People types
- Psychometrics of a Commercial Brain
- 10:30 – 10:45** **Coffee / Tea**
- 10:45 – 12:00 Into Practice:
- Approaches to your Market (Breakout session)
- Mechanics of selling
- Sales Techniques for Consultancy
- Face to Face and Phone Sales Techniques
- 12:00 – 1:00 Practical hints, tips and role-play on morning's learning.
- 1:00 – 2:00** **Lunch Break**
- 2:00 – 3:30 “are you on Target”?
- Key Performance Indicators
- Chaos Theory
- Pareto's Law
- Cause and effect
(FYI - Patrick took “A Grade” Physics – this is not it!, all is related to your working day in Sales)
- 3:30 – 3:45** **Coffee / Tea**
- 3:45 – 4:45 Into Practice:
- “Planning the Perfect day”
- Presentation Role-plays
- 4:45 – 5:00 Review of Day 1 and close.

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Day 2

- 8:45 - 9:00** **Arrival and coffee.**
- 9:00 – 10:30 Leadership Concepts:
- Motivators and De-motivators
 - Leadership
 - Visioning
 - Personal Mission Statement
- 10:30 – 10:45** **Coffee / Tea**
- 10:45 – 12:00 Managing Sales People:
- One size does not fit all
 - Personality V's Process
 - Learning to Love Numbers
 - Target Setting for Individuals
- 12:00 – 1:00 Practical hints, tips and role-play on mornings learning.
- 1:00 – 2:00** **Lunch Break**
- 2:00 – 3:30 Managing Sales Teams:
- The “Mammal” Principle
 - “The Pen is mightier than the mouse”
 - Modern Management Tools
 - Team Leader Responsibility's and Accountability's
- 3:30 – 3:45** **Coffee / Tea**
- 3:45 – 4:45 Into Practice;
- Tell, Show, Do, Observe, Re-Direct, Do, Praise
 - Presentation Role-plays
- 4:45 – 5:00 Review of Day 2 and close.