

# 21st Century Customer Engagement

## A Kiss The Fish Workshop

### Overview

In the last 20yrs the amount of information and knowledge which has become available to buyers in the market place has led to significant changes in procurement practices. Buyers have become savvier, the sellers have fundamentally failed to keep pace with the changes and most sales teams are still being trained to use the same "processes" used 20yrs ago.

In the 21<sup>st</sup> Century success will depend on sales professionals who can engage with the buyer; who are person-centric; who can genuinely reveal the buyers agenda and present their product or service as the complete solution.

### 1 Day Workshop

In a strongly participative session, delegates will start the day completing an internationally recognised profile which will reveal their own personal motivations and potential blocks, which they need to manage if they are to be successful in selling to 21<sup>st</sup> Century buyers.

We build on this understanding by aiding delegates to define their own competencies through the *KTF* "Skills and Knowledge Audit", which will provide a picture of "where the delegate is" in relation to achieving their goal of becoming a world class sales professional.

Equipped with this understanding the Workshop leader Andrew Milbourn will take the delegates through a "How to approach" to deliver satisfied customers - the opportunity that is 21<sup>st</sup> Century Selling.

The Workshop enables proactive and positive action in order to de-programme previously learnt practices that have led to failure.

### The KTF Value Commitment

Each delegate will receive a personal motivational profile and a skills and knowledge audit to the value of £75 included in the price of the Workshop.

If delegates fail to achieve an increase in their personal sales to the value of the cost of the Workshop, KTF will refund the payment. (See terms and conditions for details).

**Open Workshops (one day) £345 per delegate.**

**Business Link Members £175 per delegate.**

**Workshop will run from 10am-4.30pm**

Kiss The Fish

"Taking The Pain Out Of People Improvement"

[Workshops@kissthefish.net](mailto:Workshops@kissthefish.net)

