

fecund training

and personal development

Perform to Win

When every top company offers a first class product – how confident are you that your sales teams have the charisma to stand out from the rest...?

WHAT IS IT ABOUT?

This training course is specifically designed for IT sales professionals looking to get the edge over their competitors. Empower your team with techniques to **build excellent relationships** and **present brilliantly**. Lasting skills that will transform behaviour and differentiate your sales team from the competition so they **win more business**.

"Simply the best training course I have ever been to. Trainers who know and embrace their subject matter, and demonstrate the skills and what can be achieved with them through their own example." Sales Manager, Global 360

WHAT DO I GET OUT OF IT?

fecund's unique, experiential training system combines simple, practical skills that transform behaviour with proven systems to optimise performance for lasting and consistent impact. All courses are **tailored to tackle your specific needs** to help your teams;

- **BREAK THE ICE BRILLIANTLY** Reduce the stress of improvised interaction by preparing ways to initiate comfortable and relevant conversation
- **CREATE A WINNING 1st IMPRESSION** that is trustworthy, credible and memorable and establish and maintain a charismatic and commanding presence
- **DEVELOP TRUST AND RAPPORT** with clients by making people feel valued and engendering stronger sales relationships in every interaction
- **CONNECT WITH YOUR AUDIENCE** make people receptive to your message and easily establish open and engaged relationships
- **STAND OUT FROM THE COMPETITION** learn the performance skills that guarantee exceptional presentations and pitches every time
- **WIN OVER A TIRED AUDIENCE** during pitches, presentations or product demos by being more aware of audience response and adjusting your energy to re-engage them
- **DEAL WITH NERVES** and exude supreme confidence in important meetings, pitches and presentations
- **BE CALM AT THE CLOSE** by channelling your adrenaline and applying the power of effective stillness to appear controlled and composed when pressure builds in even the most difficult negotiation
- **FULLY MEASURABLE**, Behaviour Change Targets, personal Action Plans and Full Course Evaluations provide measures for success that tangibly demonstrate the return on your investment

COURSE DETAILS

Courses are modular and last between 1 and 3 days subject to your requirements. The recommended number of delegates is 10 per course. Call us on the number below to arrange a free consultation and taster session.

Want to book or find out more?

Call Mark Doyle on **0207 575 3164** or email mark@fecund.co.uk
Details of all our products are available at www.fecund.co.uk

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