



**Advance**  
Get Ahead

**Sales Training  
Catalogue**

# Why...



## ... sales training?

Our clients tell us they want to: Win more sales, win bigger sales, win more profitable sales and win them more quickly.

Do you find that:

- you are churning a lot of business, but not increasing market share?
- your market is getting more competitive and less profitable?
- your traditional sales approach is becoming less effective?

Our programmes and courses show you how to open more senior doors, how to create more and bigger deals, how to be more effective against competition, how to be better at the politics, how to be better at gaining preferred supplier status.

We train sales people of all levels of competence, from new starters to the highly experienced.

### Our Mantra

Advance firmly believes in the process of selling. Our mantra is "Selling is a process. Only when it's not a process is it a problem". The quality of the process is highly dependent on the level of skills.

## The Skills of Selling

Our training content is designed to provide skills development that helps improve the process of selling. The focus is on outcomes which take the form of commitments by the customer. This ensures that the result is not only efficient selling, but, more importantly, effective selling.

There are many different skills needed in selling. But not all are needed in all environments. The diagram below divides the skills into some core skills, and skills that are of most use in the three major phases of the selling process and how they overlap.

We have seven major programmes, 40+ courses comprised of 125+ units and growing all the time.

## Accredited Content

Individuals can develop sales skills, stay ahead in competitive environments and enhance your CV with a professional qualification.

Companies who offer their sales forces professional development can expect improved employee satisfaction and loyalty, together with better business results.

Advance Sales Academies contain a wide range of unaccredited material which can be augmented with additional Institute of Sales & Marketing Management (ISMM) level 5 diploma and certificate accredited content, subject to an additional fee payable to the ISMM. The diploma underpins the thinking and skills development, and so is slightly more academic.



## Who Benefits from our Training?

Advance programmes and courses are suited to different markets, such as commercial and national or local government. They benefit all types of sales personnel, including sales managers, key account managers, telesales people, face to face sales people, solutions sales people and professional services sales people.

## Best of Both Worlds

Our Classroom training, planning workshops, 'How to ...' range of multimedia courses and ISMM qualification content combine to provide the best of both worlds to accelerate an individual's career progression and boost sales force performance. If you haven't seen how our blended learning solution works check out our blended learning brochure.

With Advance's help you can win more sales, win bigger sales, win more profitable sales and win them more quickly.



**WIN more sales,  
WIN bigger sales,  
WIN more profitable sales,  
WIN them more quickly!**

**Start by checking our programmes  
and courses**

## Programmes



### Professional Selling Skills

AIMS	COURSES INCLUDED	DURATION
<ul style="list-style-type: none"> <li>• To equip participants with the core professional skills that are required in every sales situation.</li> <li>• To understand the key elements of sales meetings, master the roles played by the sales person and utilise the skills needed to engage the customer and progress the sale.</li> </ul>	6	Online c. 7½ hours Classroom c. 2 days
		<b>TARGET AUDIENCE</b> Sales people, key support staff and sales management
<b>DESCRIPTION</b>		
<p>The programme begins with an introduction to the different selling styles, in particular the difference between responding to needs and creating needs, and the appropriate behaviours to use in different sales circumstances.</p> <p>We then cover in depth the core skills that are needed in a sales situation. When we are in a sales meeting, there are four things we have to do:</p> <ul style="list-style-type: none"> <li>• Find out their needs, both business and personal.</li> <li>• Show how we can help.</li> <li>• Structure the requirement into a commercial proposition.</li> <li>• Gain commitment to the next steps in the process.</li> </ul> <p>The programme provides you with the skills to have intelligent but persuasive meetings with senior executives.</p>		

## Major Account Selling Skills

AIMS	COURSES INCLUDED	DURATION
<ul style="list-style-type: none"> <li>• To teach participants how to handle major sales opportunities.</li> <li>• To develop a plan for how to win a major piece of business.</li> <li>• To understand and use the processes needed to develop that plan.</li> <li>• To teach experienced sales teams how to win the politics of major sales.</li> </ul>	12	Online c. 14½ hours Classroom c. 2-3 days
	TARGET AUDIENCE	
	Sales people and teams involved in longer, complex selling cycles – ideal for services and capital project bids.	
DESCRIPTION		
<p>The programme begins with a summary of the sales process – a model of all the activities of sales to put them into context.</p> <p>We then examine how to decide whether or not a sales project is worthwhile, how to deal with the politics and competition and how to build up a need for products and services.</p> <p>You will learn how to construct all the elements of a comprehensive sales campaign plan and set of activities designed to win the business.</p>		

## Developing Relationships and Managing Accounts

AIMS	COURSES INCLUDED	DURATION
<ul style="list-style-type: none"> <li>• To establish an Account Management and Development culture.</li> <li>• To enable participants to work effectively, building relationships and orchestrating specialist salespeople to be well placed to win any new business that arises.</li> <li>• To become the supplier of choice.</li> </ul>	13	Online c. 14½ hours Classroom c. 2-3 days
	TARGET AUDIENCE	
	Account managers, sales people and support staff involved in account management.	
DESCRIPTION		
<p>The programme begins with an introduction which examines the differences between Account Management Selling and "Deal" Selling and the concept of Preferred Supplier Relationships.</p> <p>We then examine the processes needed to develop an account, such as the steps needed to get access to key people and gain the political commitments needed to develop the relationship.</p> <p>You will learn how to network effectively at many levels and open up opportunities to develop business and work towards gaining preferred supplier status.</p>		

## Major Account Penetration

AIMS	COURSES INCLUDED	DURATION
<ul style="list-style-type: none"> <li>To teach participants how to open up a new or existing account to create new business opportunities.</li> <li>To identify the most suitable new accounts to approach.</li> <li>To understand the processes needed to gain access to senior executives in a new account.</li> </ul>	12	Online c. 14 hours Classroom c. 2-3 days
	TARGET AUDIENCE	
	Account managers, sales people and support staff involved in creating new business opportunities.	
DESCRIPTION		
<p>The programme begins with an introduction to the different selling styles, in particular the difference between selling to Recognised Needs and selling to Unrecognised Needs: responding to needs versus creating the needs.</p> <p>We then examine how to target and break into potential new accounts with the best business opportunities for our products and services.</p> <p>You will learn the key activities associated with major account penetration. These include how to manage sales meetings and network to position yourself to identify and develop new business, how to handle the politics and how to deal strategically with the competition.</p>		

## Sales Training for New Starters

AIMS	COURSES INCLUDED	DURATION
<ul style="list-style-type: none"> <li>To give some clear sales understanding to new salespeople and to train them in the basics of selling.</li> <li>To equip participants with the basic verbal skills to handle sales meetings.</li> <li>To give participants the networking skills to position themselves for new opportunities.</li> <li>To provide an understanding of typical sales and buying cycles.</li> </ul>	9	Online c. 10 hours Classroom c. 2-3 days
	TARGET AUDIENCE	
	People who have little or no knowledge or experience of sales.	
DESCRIPTION		
<p>We examine the basics; the differences between problems, criteria, advantages, benefits and features and discuss a model of all the activities of sales to put them into context.</p> <p>Along with many other aspects, the programme covers the structure of a sales meeting, the skills needed to get a prospect to talk about their ambitions, issues and concerns and how to beat the competition.</p> <p>You will learn how to seek new business with confidence, understand how the sales process develops and be equipped to handle sales situations.</p>		

## Telephone Techniques

AIMS	COURSES INCLUDED	DURATION
<ul style="list-style-type: none"> <li>• To help participants overcome any fear they may have.</li> <li>• To equip participants with the skills and techniques needed to set up sales meetings on the phone.</li> </ul>	8	Online c. 5½ hours Classroom c. 1-2 days
	TARGET AUDIENCE	
	Telesales people, face to face sales people and key sales support staff.	
DESCRIPTION		
<p>This programme explains the telephone techniques needed for sales people who want to break into new accounts.</p> <p>We explore how to decide which organisations and executives to approach, how to deal productively with PAs and how to hold a conversation with an executive.</p> <p>You will learn many techniques, including how to reduce tension by being properly organised and prepared for the call and how to ensure you have a strong premise for the meeting you wish to set up.</p>		

## Selling Consultancy

AIMS	COURSES INCLUDED	DURATION
<ul style="list-style-type: none"> <li>• To teach sales people and consultants how to sell professional services; consultancy in all its forms.</li> <li>• To equip participants to create and develop needs from a small base.</li> <li>• More senior people usually buy professional services. How to get access to them and what to say when you get there.</li> </ul>	10	Online c. 12½ hours Classroom c. 2-3 days
	TARGET AUDIENCE	
	Professional services sales people, consultants and their management.	
DESCRIPTION		
<p>The programme begins with an introduction to the different selling styles, in particular the difference between selling to Recognised Needs and selling to Unrecognised Needs; responding to needs versus creating the needs.</p> <p>We examine the prospect models and behaviours best suited to selling professional services, and how we can pro-actively set up activities to generate new opportunities.</p> <p>You will learn how to win more and bigger professional services deals, how to gain more business from existing clients and how to forecast more accurately, together with other important related skills.</p>		

## Courses

Our sales courses develop verbal and planning skills – critical for your success. Combining together within our programmes they form the basis of our classroom training and workshops and are also available within our online sales academy. We not only show what to do, we show you how to do it so that the skills you develop can be practised and deployed immediately in the real world.

Title / Duration	Description
<p><b>How to Define the Right Sales Model (Selling Styles)</b> 45 – 60 minutes</p>	<p>Salespeople sometimes feel that 'selling is selling'. There is one set of skills that meet all requirements. That is certainly not the case. The course helps you highlight the current selling model of your organisation and its ideal selling model, and clearly differentiate between recognised and unrecognised needs. You will learn to understand the weaknesses of your current sales processes and to define the best one.</p>
<p><b>How to Create Needs and Sell to Senior Executives (Need Creation)</b> 75 – 90 minutes</p>	<p>Prospects buy because they have a need. We can create, influence and develop needs in the prospect both for our products and our uniqueness. You will learn how to hold thought provoking conversations that create or amplify the need for your offering. We use effect questions to encourage them to 'wallow' in their issues in our area of expertise. The more they talk the more they convince themselves.</p>
<p><b>How to Listen your Way to Sales Success (Listening)</b> 45 – 60 minutes</p>	<p>Many sales people are so busy asking questions and thinking of the next question to ask that they forget to listen to the answers. You will learn the skills and techniques of listening and how to introduce subjects by asking the right questions to keep the prospect talking. The key is to learn to listen for and react to 'emotion buttons'. These are signals and words that the prospect uses during the business discussion that expose their underlying emotions.</p>
<p><b>How to Give Evidence to Senior Executives (Giving evidence)</b> 60 – 75 minutes</p>	<p>Reference examples and cases highlight the sales message in a succinct and interesting way. There are good ways and bad ways of telling a story. In this course, we examine the power of reference stories and the best way of telling them – the formula. You will learn a straightforward way to present auditable evidence that the prospect should achieve benefits similar to those already enjoyed by the customer(s) referenced.</p>

Title / Duration	Description
<p><b>How to Qualify your Sales – Lose Quickly Part 1 – Planning Tools (Qualification 1)</b></p> <p>45 – 60 minutes</p>	<p>The biggest waste of time is the sale you lose. Qualification is the tool for identifying and dealing with potential showstoppers – and maximising your hit rate.</p> <p>Top sales people claim a hit rate of 80% and 90% of the deals they work on. They know how to qualify their sales. When they find a sale, they take a cold hard look at it to assess their chances, and plan and act accordingly. You will learn how to qualify your sales using our SCOTSMAN® criteria set to find out if it is worth bidding, to identify potential showstoppers and create a win plan.</p>
<p><b>How to Qualify your Sales – Lose Quickly Part 2 – Verbal Skills (Qualification 2)</b></p> <p>45 – 60 minutes</p>	<p>Having identified potential showstoppers, we need to change the prospect's rules if we are to win the business. We must gain commitments from the prospect to enable us to win.</p> <p>You will learn how to qualify your sales by applying verbal skills to changing their rules by gaining commitments that enable you to win the business – or escape a poor sale without upsetting the prospect or your management, wearing a business hat and asking commercial questions fearlessly. If you do decide to quit then you must do it in a way that keep the doors open for future business with the full agreement of the prospect.</p>
<p><b>How to Gain Commitments (Sales Meeting Objectives)</b></p> <p>80 – 100 minutes</p>	<p>This course is fundamental. Its concepts permeate every aspect of the selling process. It is about how to plan and manage successful sales meetings.</p> <p>We can only measure our likelihood of success in a sale by the level of commitment we get from the prospect. In this course, we make a big distinction between the agenda of a meeting and the commitment sought from the prospect by the end of it. You will learn how to create and use a productive commitment driven agenda.</p>
<p><b>How to Sell to Senior Executives (Selling to Senior Executives)</b></p> <p>30 – 45 minutes</p>	<p>Different levels of management have different interests. It is important that a salesperson should learn to talk at the various levels, using appropriate language and having relevant business conversations.</p> <p>While senior management focus is competitive edge and increased effectiveness, more junior people attend to increased efficiency and cost savings. This course examines several ways where we should modify our areas of discussion and concentrate on benefits that are important to the level in the hierarchy at which we are talking.</p>
<p><b>How to Design and Sell a Timetable (Selling Timetables)</b></p> <p>90 – 120 minutes</p>	<p>Selling Timetables allows us to structure a major sale with the prospect to maximise the chance of winning. It makes sure that the prospect is looking at us seriously.</p> <p>To bid for a major sale takes a great deal of time and resource. Bidding and losing is something of a disaster. This course examines how we can test the prospect's seriousness by the level of commitment they are willing to give us, early in the sale. You will learn how timetables can be used effectively to drive a sale forward.</p>

Title / Duration	Description
<p><b>How to Beat Sales Competition (Beating competition)</b></p> <p>90 – 100 minutes</p>	<p>We beat competition when our uniqueness and strengths are at the top of their decision criteria. That does not happen by accident. We need to understand how to become a preferred supplier. In this course, we examine how we can beat the competition in two ways, strategically and tactically. Strategically, there are several ways to position ourselves 'above' the competition. At a tactical level, when we are head to head in a live opportunity, we beat competition by getting to grips with reality, and putting some critical actions in place.</p>
<p><b>How to Prepare and Use a Political Map (Political Mapping)</b></p> <p>45 – 60 minutes</p>	<p>Big sales have many stakeholders. To move the sale forward, we must unravel the politics and know who to meet and/or to lobby, together with their profiles, power and influence. In a major sale there can be many people in the decision group. In this course, we present a graphical tool that helps to unravel the politics and produce a comprehensive contact plan that identifies who we should meet, when and why. You will learn how to influence their decisions.</p>
<p><b>How to Break Out (Breaking out)</b></p> <p>15 – 25 minutes</p>	<p>Often we feel trapped at the wrong level with no access to decision makers. There are many ways to break out and ensure that we get access to a higher level or different department when needed. This course helps you to determine the tactics to use to gain access to the decision makers in your accounts.</p>
<p><b>How to Gain Preferred Supplier Status (Gaining Preferred Supplier Status)</b></p> <p>75 – 90 minutes</p>	<p>One of the best ways to beat competitors is at the political level. Instead of just selling our product, we sell a policy change. We sell the idea that we should be the supplier of choice in our area. Preferred supplier status comes in various shades – Qualified Supplier, Approved Supplier, Preferred Supplier or even Sole Supplier. We can work our way up this ladder. In this course we lay out how to move away from a product/service sale towards the more inclusive policy sale. You will need a track record of good service and will need to sell this policy at a higher level.</p>
<p><b>How to Create a Relationship Plan (Relationship Management)</b></p> <p>75 – 90 minutes</p>	<p>It's important to be in tune with the prospect's buying cycles. We need to keep in appropriate touch until they are ready to move. Then our name will come first when they think of selecting a supplier. In this course, we describe how, when prospecting, to keep in touch with all of the key players – not just the initial contact – until they are ready to buy. When a buyer has had any system, product or service for some time, they begin to itch. It's time for a change, and you will learn how make sure you have the best chance of winning the business.</p>
<p><b>How to Develop Hunting Licences – the True Art of Consultative Selling (Consultative Selling)</b></p> <p>60 – 75 minutes</p>	<p>We can create needs for products or services in two ways. We can shock the prospect by showing what others are achieving, or work collaboratively to resolve a problem or exploit an opportunity. In this course, we examine how you can pro-actively set up activities with an account, by selling to many people to identify new opportunities. In short you will learn a detailed sales process that starts by gaining a formalised and replicable hunting licence and ends with the prospect appointing a responsible implementation manager with a clear follow up project.</p>

Title - Duration	Description
<p><b>How to Plan and Win a Major Sale (Campaign Planning)</b> 60 – 75 minutes</p>	<p>A bid or campaign plan is a list of all the sales meetings you intend to make on the account in sequence and with each meeting clearly stating the commitment you want at the end of the meeting.</p> <p>As the phases of a major sale progress, differing sets of people from both seller and buyer attend the meetings as dictated by the agenda and the commitments to be achieved. You will learn how to construct the campaign plan through every stage from creating the need through to implementation.</p>
<p><b>How to Make Cold Calling Cool (Cold Calling)</b> 90 – 120 minutes</p>	<p>Cold Calling is a tough business. It is time consuming, can be stressful and gets a low hit rate. This course describes how some simple techniques and a knowledge of the process can turn a cold call into a cool one – it will never be warm!</p> <p>We examine how to create a premise for the meeting – a slogan. You learn how to work with the PA to gain access to Senior Executives, and how to deal with them when you get through, along with many other tools and techniques.</p>
<p><b>How to Keep your House in Order (Keeping Your House in Order)</b> 45 - 60 minutes</p>	<p>It is important to get and keep your house in order. Buyers are well aware that things go wrong. The real issue is how you deal with the problems. A problem fixed promptly often has a positive impact on customer loyalty.</p> <p>In this course you will learn how to view problems as always starting with "I have not yet...". They are then outstanding actions as opposed to facts that describe the problem. Actions define who should do how much of what to whom and by when.</p>
<p><b>How to Close the Sale – Negotiate Successfully (Negotiating and Objection Handling)</b> 75 – 90 minutes</p>	<p>At the end of the sale there are always some issues to deal with. We must avoid negotiating away any profit we might make. We need to build up enough power during the sale to avoid having to make too many concessions at the end.</p> <p>In this course you will learn how you can impact the balance of power between buyer and seller, how you can avoid 'real' objections at the final stages of a sale and what variables to take into account when negotiating – and a lot more.</p>

## Diplomas and Certificates

Advance is a Recognised Institute of Sales & Marketing Management Centre.



Recognised by

**ISMM**  
The Institute of Sales & Marketing Management

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Level 5 sales qualifications are aimed at established or aspiring sales managers and account managers with 3-5 years' experience.

### DIPLOMA IN SALES AND ACCOUNT MANAGEMENT

This qualification aims to provide individuals with the knowledge and skills to be effective in a sales management role and be able to develop customer account plans, achieve preferred supplier status, define appropriate territories and explore the bid/tender management process. Consists of seven courses:

- 401: Managing responsible selling - enables the development of the knowledge and skills involved in managing operations consistent with social and ethical principles and legal and regulatory requirements.
- 501: Understanding and developing customer accounts - explores the required knowledge, understanding and skills necessary to establish how organisations select suppliers and to use that information to achieve profitable business relationships.
- 502: Understanding the integrated functions of sales and marketing - teaches about the commercial importance of short, medium and long-term marketing, the value of market analysis in developing strategies that focus on appropriate customer.
- 507: Designing, planning and managing sales territories - teaches how to establish and implement territory plans that optimise the sales effort, how to plan and resource the work of the sales teams.
- 508: Analysing the financial potential and performance of customer accounts - enables participants to identify how to maximise profit by monitoring accounts and directing the development of your customer relationships to achieve the most positive impact on the business.
- 509: Relationship management for account managers - helps develop understanding of how to build and control relationships within accounts, through networking, deployment of consultative selling, engagement of stakeholders and measurement.
- 510: Bid and tender management for account managers - enables the development of the knowledge and skills needed to work to strict timetables, produce appropriate documentation to support the bid and tender the bid itself.

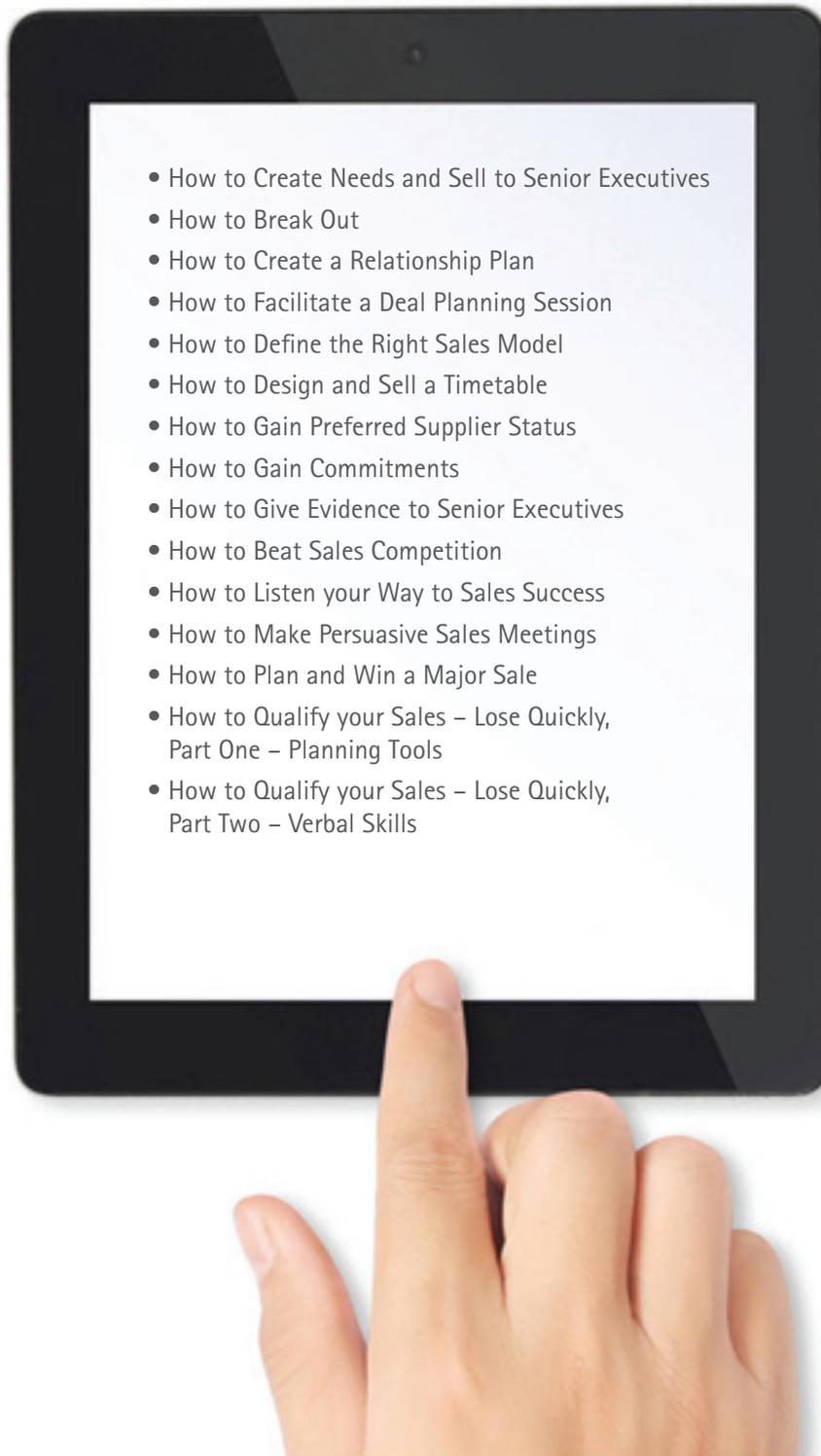
### CERTIFICATE IN SALES AND ACCOUNT MANAGEMENT

This qualification trains participants in the core skills needed to manage sales teams, utilise marketing effectively and set realistic targets for sales professionals. Consists of four courses:

- 401: Managing responsible selling - enables the development of the knowledge and skills involved in managing operations consistent with social and ethical principles and legal and regulatory requirements.
- 501: Understanding and developing customer accounts - explores the required knowledge, understanding and skills necessary to establish how organisations select suppliers and to use that information to achieve profitable business relationships.
- 502: Understanding the integrated functions of sales and marketing - teaches about the commercial importance of short, medium and long-term marketing, the value of market analysis in developing strategies that focus on appropriate customer.
- 503: Sales forecasts and target setting - develops knowledge and understanding of forecasting sales and setting sales targets for your own area of responsibility.

## eBooks

Our eBooks generally cover more information than is included in the classroom courses, workshops or modules. They include additional examples and are useful additional reading to reinforce the learning:



- How to Create Needs and Sell to Senior Executives
- How to Break Out
- How to Create a Relationship Plan
- How to Facilitate a Deal Planning Session
- How to Define the Right Sales Model
- How to Design and Sell a Timetable
- How to Gain Preferred Supplier Status
- How to Gain Commitments
- How to Give Evidence to Senior Executives
- How to Beat Sales Competition
- How to Listen your Way to Sales Success
- How to Make Persuasive Sales Meetings
- How to Plan and Win a Major Sale
- How to Qualify your Sales – Lose Quickly, Part One – Planning Tools
- How to Qualify your Sales – Lose Quickly, Part Two – Verbal Skills

## Resources

We have a selection of tools and templates that complement the programmes and courses to assist both sales people and sales management.

### Sales Campaign Planning Template

A template to aid the compilation of the series of meetings and expected commitments that form a sales campaign plan. The template includes a column for tracking progress as the plan unfolds.

### Sales Campaign Quality Check

A list of suggested questions to check that several fundamental elements have been incorporated into a sales campaign plan. The form is designed to be used as a basis for developing a customised version.

### Sales Meeting Preparation Plan

A template that encourages the sales person to define the commitments he or she wants to gain from a meeting, and the agenda needed to achieve them. Commitments are defined as actions that the prospect will take at the end of the meeting.

### Sales Meeting Report

A template to help the sales person ensure that the most important outcomes from a sales meeting have been recorded, along with the necessary follow up actions.

### Sales Person's Call Element Tick Sheet

For use by the sales manager, a checklist to aid the review of an accompanied sales meeting. By focusing on the process followed by the sales person, the items listed help the sales manager identify coaching and counselling needs.

### Sales Meeting Debriefing Points

A guide for use by the sales manager when debriefing a sales person following an accompanied sales meeting. The format can be used in conjunction with the call element tick sheet.

### SCOTSMAN® Sales Project Qualification Summary

A list of questions organised under SCOTSMAN®'s eight criteria that shape the qualification process. It is used as a checklist to make sure that all the key issues are covered and where necessary lead to actions by sales people or the prospect. Actions can range from basic information gathering to planning how to deal with potential showstoppers.

### SCOTSMAN® Commitment Manager Plugin

The SCOTSMAN® Commitment Manager app tells you if a prospect is serious about a solution. It helps you to plan the campaign and focus your salespeople on winnable deals. Achieve robust forecasting, performance management and coaching with SCOTSMAN® Commitment Manager.



## Gamification

Our courses are designed around interaction and include engaging content to provide an immersive experience, both in the classroom and online. Scenario based exercises enable learning to be applied in a practical and fun way, supporting genuine skills development.

Participants are encouraged to deepen their learning by supporting each other.

We also have a Sales Pipeline Simulator game available on licence, designed to highlight the issues surrounding sales people's management of their time while trying to run several sales projects at once.

Teams compete for business and pipeline build over 15 time periods. The game provides valuable insights into potential issues without the risks of 'practising' with real live clients.

## Professional Services

Advance Professional Services has the capability to carry out educational design, filming, coding and compilation of e-training programmes and courses.

This means that if you have a dedicated academy and there is a special requirement, we can provide instructional design and course development services to create bespoke content or modified versions of our standard offerings. Our new learning architects can also work with your subject matter experts to identify and implement the best options for converting and transforming legacy materials into e-training courses.

All these services are offered at very competitive prices.

Advance has the experience and skill to make engaging learning that is both business results focused and written in the language of the learners, matching your organisational brand, tone and culture so that the experience feels authentic and realistic.



## Testimonials

Here are the impacts our courses have had on some of the participants:

"I have been a salesman for 10 years+ and I am now worried about how many opportunities I have missed."

Richard Jones, du Pre

"I really felt that this was a grown up, adult guide to effective selling."

Belinda Haden, CM Insight

"An excellent refresher in a number of areas but more importantly, significant education on new areas of sales process."

Trevor Elliot, Reliance Security

"Finally, a sales training course that actually applies to your selling." Jonathan Green, Azzurri Telecommunications

"Excellent training for any skill set ranging from new to sales to top performer."

Rob Clinton, Ideagen

"The course taught an old dog some new tricks. I will take it again."

Jim O' Connor, Invest Northern Ireland

"Excellent introduction to the sales process - just what was needed and at the right level."

Andrew Cooke, London First

"This is highly actionable and should improve anyone's sales effectiveness."

Roger Vigilance, BT

"If Carlsberg did training courses, they would probably be the second best in the world."

Mike Carter, Netpremacy

We have worked with clients from a range of sectors, for example:

### Computer and Technology Companies:

Xerox, GE, IBM, RandomStorm, Avanquest

### Communication Companies:

BT, AT&T, Orange, Vodafone, Plantronics

### Consultancy Companies:

Admiral, Accenture, KPMG, PWC, TSE Consulting

### Financial Services:

Ace Insurance, Moneybox Financial Management, Experian

### Printing and communication:

Litho Supplies, BPIF (British Printing Industry Federation), St Ives Direct

### Others:

IIP, Chartered Management Institute, Corporate Express, Findel, Reliance Precision



at&t



**For a full update on Advance, visit our website: [www.as-sa.co.uk](http://www.as-sa.co.uk)**

**To arrange a free trial or to learn more about our products and services,  
contact us on: 0113 823 2877 or email us at:  
[customerservices@advancetm.com](mailto:customerservices@advancetm.com)**



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