
THE LITTLE BOOK OF
GAME CHANGERS
PETE STUCKEY TRAINING & CONSULTANCY

HOW CAN WE HELP?

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"Pete has enabled us to give our new sales team the exact skill sets they need to carry out their new roles and become successful"

Gary Poulton, Director, **Global Bridging PLC**

SALES TRAINING

SUPERCHARGE YOUR SALES RESULTS

"Pete's training was a good eye opener and really helped us boost our confidence on the phone. Highly recommended to any company looking to make more sales!"

Jessica Fensham, **Redrock Commercial Finance**

TELESALES TRAINING

Telesales Training is right in our sweet spot. We provide practical solutions for Sales People at all experience levels, ideal for those who need to create more opportunities and improve their confidence with effective skills they can apply straight away.

IN-HOUSE TELESALES TRAINING

Our highly acclaimed telesales training exploits the areas that have the biggest impact on your performance. We've designed practical workshops which include post-training exercises to help drive the techniques home and embed new skills for sustained improvements in sales performance.

PRE-TRAINING

Before we deliver your training in-house we provide pre-training questionnaires to your team. This helps us further identify skill gaps, challenges and confidence issues. We'll independently review your teams answers and use them to further ensure your telesales training delivers on every level.

LEADING FROM THE FRONT

We don't do theory. Our training is packed full of genuine examples and we have absolutely no reservations about rolling our sleeves up, leading from the front and we'll even make live calls in front of, and with your team. Telesales training doesn't get more real than that.

DRIVING THE TRAINING HOME

Our post-training exercises help Sales People focus on implementing key skills after completing their training. That means better returns for your money. We offer hand-overs and coaching skills training to Sales Managers who want to achieve the full potential of every player on their team.

POST-TRAINING SUPPORT

When we work with you to deliver in-house telesales training we'll include 6 months post-training support. For you and your team that means objective advice from your trainer is only ever a call or email away.

DESIGNED TO SUIT

We build each training course around your specific requirements however some of our most popular workshops include:

- ★ Data & Metrics & Tracking Performance
- ★ Champions & Relationship Building
- ★ Gatekeepers & Voicemails
- ★ Written Communication
- ★ Sales Questioning Techniques
- ★ Sales Qualification Tools
- ★ Objection Handling
- ★ How to Open Sales Calls
- ★ Approaching Lapsed Customers
- ★ Differentiating From Stereotypes
- ★ Productive Prospecting
- ★ Making The Most Of Every Call
- ★ Booking Sales Appointments
- ★ Why Closing Is NOT Important

LINKEDIN TRAINING

LinkedIn Training for Sales People is becoming more popular all the time. For us, LinkedIn is one of a few tools that enable us to hit our targets even when we're really busy working for our customers. If you're interested in pro-actively creating new sales opportunities for your business, look no further.

PART 1 - CREATE AN OUTSTANDING PROFILE

We show you how to stand out from your competitors and all the boring, static profiles on LinkedIn by turning yours into an interesting, media rich platform for potential customers to explore.

MAKE LIVE CHANGES

Our LinkedIn training is packed full of genuine examples and has been designed to ensure every delegate gets involved. We make improvements to our profiles as we go, so at the end of the session you'll be perfectly positioned and will have already started generating leads on LinkedIn.

KNOW THE ESSENTIALS

Learn how to use LinkedIn for Prospecting and we'll share our hints and tips to help you get the results you need from just a small investment of time using LinkedIn. We'll also show you how to protect your network and leverage certain features to boost your productivity.

HERE TO HELP

We're a creative bunch and pretty good when it comes to being a Wordsworth. We can help make sure you convey the right messaging in the most effective way possible on your profile.

PART 2 - YOUR LEAD GENERATION STRATEGY

Our highly acclaimed LinkedIn training exploits the areas that provide the best returns for your time. We'll show you how just 20-30 minutes activity per day can help you double your prospecting activity with a variety of techniques that will help you generate leads and extend your reach past your database.

WRITTEN COMMUNICATION WORKSHOP

During our written communication workshops, we work with delegates to design effective sales approaches with key variables. This enables you to quickly and easily tailor your approach to your individual prospect.

INTRODUCTORY SALES TRAINING

Our Introductory Sales Training is perfect for people new to sales or those in sales roles who don't regard themselves as Sales People. The training covers all of the basics, tailored around your business and provides your team with effective tools and techniques that they can use straight away.

INTRODUCTORY SALES TRAINING

Our easy-to-apply Introductory Sales Training provides a critical understanding of the basic sales principals and techniques. We've designed practical workshops which include post-training exercises to help Sales People adopt new techniques, grow their confidence and perform consistently.

PRE-TRAINING

Before we deliver your training in-house we provide pre-training questionnaires to your team. This helps us further identify skill gaps, challenges and confidence issues. We'll independently review your teams answers and use them to further ensure your Sales Training delivers on every level.

LEADING FROM THE FRONT

We don't do theory. Our training is packed full of genuine examples and we have absolutely no reservations about rolling our sleeves up, leading from the front and working with your team to ensure they have the confidence to apply what they've learned and see results the next day.

DRIVING THE TRAINING HOME

Our post-training exercises help sales people focus on implementing key skills after completing their training. That means better returns for your money. We offer hand-overs and coaching skills training to Sales Managers who want to achieve the full potential of every player on their team.

POST-TRAINING SUPPORT

When we work with you to deliver Introductory Sales Training we'll include 6 months post-training support. For you and your team that means objective advice from your trainer is only ever a call or email away.

CONFIDENCE, DIRECTION & EASY-TO-APPLY SKILLS

We build each training course around your specific requirements however some of our most popular workshops include:

- ★ The Role Of The Sales Person
- ★ What Separates The Best From The Rest?
- ★ Gatekeepers & Voicemails
- ★ Written Communication
- ★ Basic Sales Questioning
- ★ Introduction to Sales Qualification
- ★ Objection Handling
- ★ How to Open Sales Calls
- ★ Approaching Lapsed Customers
- ★ Differentiating From Stereotypes
- ★ Features, Advantages & Benefits
- ★ Understanding Buyer Motives
- ★ Up-selling & Cross-selling
- ★ Avoiding Bad Habits
- ★ Champions & Building Relationships
- ★ Booking Sales Appointments
- ★ Why Closing Is NOT Important
- ★ Presenting Your Solutions

ADVANCED SALES TRAINING

Ideal for more experienced Sales Teams, high level sales processes and complex sales. Our Advanced Sales Training will challenge the thoughts of even the most experienced Sales People and often serves as a welcome refresher for those who need to fill their sales funnel fast.

ADVANCED SALES TRAINING

Our Advanced Sales Training focusses on the areas that have the biggest impact on the results of your field based sales team. We've designed practical workshops which include post-training exercises to help with implementing new strategies and utilising tips and techniques after the training.

PRE-TRAINING

Before we deliver your training in-house we provide pre-training questionnaires to your team. This helps us further identify skill gaps, challenges and confidence issues. We'll independently review your teams answers and use them to further ensure your telesales training delivers on every level.

LEADING FROM THE FRONT

We don't do theory. Our training is packed full of genuine examples and we have absolutely no reservations about rolling our sleeves up, addressing challenges head on and working with your team on their current pipeline. Sales Training doesn't get more real than that.

DRIVING THE TRAINING HOME

Our post-training exercises help sales people focus on implementing key skills after completing their training. That means better returns for your money. We offer hand-overs and coaching skills training to Sales Managers who want to achieve the full potential of every player on their team.

POST-TRAINING SUPPORT

When we work with you to deliver in-house Advanced Sales Training we'll include 6 months post-training support. For you and your team that means objective advice from your trainer is only ever a call or email away.

TAKING YOUR TEAM FROM GOOD TO GREAT

We build each training course around your specific requirements however some of our most popular workshops include:

- ★ The Power Of Honesty & Directness
- ★ Gatekeepers & Voicemails
- ★ Written Communication
- ★ Advanced Sales Questioning
- ★ Deal Qualification Workshops
- ★ Objection Handling
- ★ How to Open Sales Calls
- ★ Approaching Lapsed Customers
- ★ Differentiating From Stereotypes
- ★ Need Development
- ★ Understanding Buyer Motives
- ★ Up-selling & Cross-selling
- ★ Aligning Expectations
- ★ Champions & Building Relationships
- ★ Booking Sales Appointments
- ★ Why Closing Is NOT Important
- ★ Presenting Your Solutions
- ★ Pre-Close Advertising

CHANNEL MANAGEMENT TRAINING

Our Channel Management Training is perfect for anyone managing relationships with Partners, Distributors or Resellers. We take a high level overview of the most effective channel models & strategies, helping you to apply best practice and then reap the rewards.

CHANNEL MANAGEMENT TRAINING

Our Channel Management Training focusses on the areas that have the biggest impact on the performance of your sales channel. We've designed practical workshops which include post training exercises to help your team with implementing new strategies.

PRE-TRAINING

Before we deliver your training in-house we provide pre-training questionnaires to your team. This helps us further identify skill gaps, challenges and confidence issues. We'll independently review your teams answers and use them to further ensure your telesales training delivers on every level.

LEADING FROM THE FRONT

We don't do theory. Our training is packed full of genuine examples and we have absolutely no reservations about rolling our sleeves up, leading from the front and working with your team to ensure they have the confidence to apply what they've learned and see results the next day.

DRIVING THE TRAINING HOME

Our post-training exercises help Sales People focus on implementing key skills after completing their training. That means better returns for your money. We offer hand-overs and coaching skills training to Sales Managers who want to achieve the full potential of every player on their team.

POST-TRAINING SUPPORT

When we work with you to deliver in-house Channel Management Training we'll include 6 months post-training support. For you and your team that means objective advice from your trainer is only ever a call or email away.

UNDERSTAND EXACTLY WHAT NEEDS TO BE DONE

We build each training course around your specific requirements however some of our most popular workshops include:

- ★ Partner Selection
- ★ Partner Recruitment
- ★ Partner Profiling
- ★ Partner Training & Development
- ★ Partner Programmes
- ★ Partner Collaboration
- ★ Motivating & Incentivising Partners
- ★ Performance Management
- ★ Leading From The Front
- ★ Partner Retention
- ★ The Role Of The Channel Manager

SALES OUTSOURCING

LET PSTC BE YOUR ENGINE ROOM

"Pete delivered well beyond our expectations and created a very good problem for us!!"

Carlton Chamarrette, Managing Director, **PAS CMM UK Ltd**

LEAD GENERATION & APPOINTMENT SETTING

We practice what we preach, so it's no surprise that our customers trust us to engage in Lead Generation activity and create new business opportunities on their behalf. If you need more qualified appointments or high quality leads, talk to us, it's what we do.

LEAD GENERATION

Leaving it to our experienced team to generate sales opportunities for your business allows your key players to spend their time working well qualified leads rather than trying to find them. We qualify Decision Makers, interest levels and that they'd like to hear more via further contact from your company and then it's over to your sales team to work the opportunities.

APPOINTMENT SETTING

We can get you in front of more Decision Makers so you can do what you do best. We qualify your sales meetings using a pre-agreed criteria so you can expect consistency and alignment throughout your campaign.

YOUR QUALIFICATION CRITERIA

We qualify appointments based on Need, Money, Timing & Authority however we can also qualify other specific technical criteria upon request.

PRE-CAMPAIGN OPTIONS

You can supply your own data and calling lists or we can conduct market research, compile a highly targeted prospect list on your behalf and then craft an effective sales approach to generate new business opportunities. We can advise you on the best ways to approach your campaign.

LEVERAGE ONLINE TECHNIQUES

We are extremely proficient when it comes to generating new business opportunities online. We can use a combination of both telephone based and online lead generation to give your campaign a boost. We create opportunities online that enable us to pick up the phone and meet your campaign objectives

PAY ON RESULTS - RISK FREE OUTSOURCING

We ONLY offer Pay-On-Results Lead Generation & Appointment Setting Services at a fixed price per lead or appointment. Your cost per lead is influenced by factors including your data quality, desired volume of leads, competitive landscape/market analysis and qualification criteria.

INSOURCING OR OUTSOURCING

We offer traditional sales outsourcing services via our call centre although if you have the infrastructure, you may be eligible to apply for our Insourcing Services. That means we supply high performing, autonomous telemarketers into your business who are employed by us. No risks and you only pay for the results.

SALES OUTSOURCING

With most industries becoming more and more saturated, buyers have greater choice and control over their purchasing than ever before. Leaders are turning towards more outbound sales activity to maintain market share as their reliance on inbound leads becomes less and less. That's where we can help.

FULL SALES FUNCTION OUTSOURCING

Why not outsource your sales function completely? We offer sales outsourcing solutions including both internal and external sales activity. This means our team of experts can take full ownership of your sales process and deliver signed deals, contracts or purchase orders.

RENEWALS

We can contact your customers on your behalf when they're service contracts come up for renewal and help you maintain high levels of customer retention, up-sell relevant products and identify new opportunities for your business.

INTERNAL SALES

We can act as your Internal Sales Team to keep your external team busy in front of customers so they can spend more time focussing on getting deals over the finish line while we focus on growing your pipeline.

TELEMARKETING

We can help you identify current Decision Makers, cleanse your data and conduct Market Research on your behalf. This means qualifying the all of the information you hold on your customers and prospects. Accurate data is mission critical and a huge success factor in marketing activity.

PILOT CAMPAIGNS

Not quite sure what to do? We offer fixed price Pilot Campaigns to help both sides get a feel for the results you could expect across a larger scale project before making a commitment.

LEAD GENERATION & APPOINTMENT SETTING

Put simply, we can act as your engine room, and we never take our foot off the gas. Check out the page opposite for more info.

TRANSPARENT & CONSISTENT

We use Salesforce.com to track all of the activity and results from your campaign which allows us to export the details and provide you with full progress reports and activity logs at any time. If you already use Salesforce.com we can log our activity straight into your CRM system and we can use emails on your server to communicate with potential customers.

SALES INSOURCING

We place high performing, autonomous telemarketers into your business. They're employed by us, so there's no employment risks or costs to worry about and you simply pay for the results. Introducing the Sales Insourcing service from PSTC.

HOW WE ATTRACT THE BEST

Good talent is hard to find so if you want to attract it you need to be different. Our telemarketers work on a profit share and earn well above industry average commissions on every lead, appointment or sale. This keeps them hungry for the next lead and ensure activity levels are consistently high.

CONTINUOUS PROFESSIONAL DEVELOPMENT

We are continuously training and developing our own team using our highly acclaimed training techniques. We believe in investing time in people to help them achieve their full potential and become increasingly greater assets to your company as well as ours.

ARE YOU ELIGIBLE?

If you can supply the following, you're eligible.

- ★ A dedicated outbound telephone line in a quiet space
- ★ A dedicated workstation
- ★ Access to wi-fi

WHY INSOURCING?

Insourcing is an ideal solution for businesses who want to maintain a high level of visibility over the activity that's conducted on their behalf and enables us to become completely integrated and aligned with your company. Also, good sales people can be very hard to find!

THE BENEFITS TO YOU

- ★ You're not paying for our overheads
- ★ You only pay for results
- ★ Visibility & Transparency
- ★ No employment risks
- ★ No extra costs staffing costs
- ★ Top Sales Talent which is hard to find
- ★ Flexibility
- ★ 100% Risk Free

TIME IS MONEY

We make our money through one thing. Activity. So it's important your telemarketer is not exposed to unnecessary distractions. We do not charge for anything other than results however if

BESPOKE SALES PROJECTS

ACCELERATE YOUR SALES SUCCESS

TRAINING DESIGN CONSULTANCY

Work with us to design high impact training programmes for your business. We can help you design your training and materials but also produce Facilitator Guides and Post-Course Exercises to help drive the adoption of effective techniques across your business from On-boarding to Professional Development.

TRAINING DESIGN

We can help you design generic sales on-boarding programmes, role specific training solutions and completely bespoke content that is designed to fit your business like a glove.

COURSE MATERIALS

We can produce course materials and workbooks which match the flow of your presentations. That means that every person in your training room will get involved in the course, have clear direction and dedicated space for completing course exercises and workshops.

FACILITATOR GUIDES

We can produce facilitator guides that make it easy for any one in your business to deliver high quality training for your sales teams. We provide guidance on positioning and structuring your exercises and workshops along with practical tips and techniques your team can use straight away.

POST-COURSE EXERCISES

Insourcing is an ideal solution for businesses who want to maintain a high level of visibility over the activity that's conducted on their behalf and enables us to become completely integrated and aligned with your company. Also, good sales people can be very hard to find!

*If you can get someone to
change after 25 years, you know
you have the right process,
delivered well.
Highly Recommended."*

Kevin Hyde, Vauxhall

WORKING WITH PSTC

CLOSING SALES & STARTING RELATIONSHIPS

ABOUT US

At Pete Stuckey Training & Consultancy we're active sales people with a genuine love for what we do. We hit the phone, create opportunities and close deals. Be warned, because our passion for sales is somewhat infectious!

TRUSTED BY COMPANIES OF ALL SIZES

Pete Stuckey Training & Consultancy help companies of all sizes to grow. We design and deliver training for FTSE listed companies and work with SME customers from more than 20 different industries.

OUR BUSINESS IS ABOUT

Helping sales teams to win more new business through practical training and generating leads on behalf of our customers. Either way, we can help you supercharge your sales results.

YOUR INDUSTRY

You know your industry inside out, probably better than we ever will, but if you want to generate more leads or close more sales, we know how, probably better than you, because that's our industry, and it's our business to know it inside out.

ACCESS TO EXPERTS

We are extremely fortunate to have access to some extremely talented people which means we can pull together high calibre teams of proven experts to deliver large scale projects where required.

"Pete really helped us step up our sales. He provided easy to apply solutions to all the challenges that were discussed during the session and we're now seeing a totally different team."

Ian Poate, Owner, **Living Outdoors**

GET IN TOUCH

If you've got any questions or would like some objective advice on the most effective way to generate more sales for your business, feel free get in touch.

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