



Strategic Sales for Experienced Consultants

Course Overview

A practical course which elevates consultants to managers of their own desks enabling delegates to deliver the growth they desire through the creation of a quarterly business plan. You will learn how to set realistic financial targets, evaluate your business mix, identify the roles and opportunities you wish to target and the activity needed to deliver it.

This is a full day training course delivered in-person or over 2-four-hour sessions using Zoom Video conferencing.

AGENDA HIGHLIGHTS:

- Business analysis - gain the tools to analyse your current client portfolio, enabling you to create criteria to choose the best clients
- Strategic planning - learn how to create Quarterly Business Plans for your desk that will not only help you identify the best clients but enable you to maximise your own time
- Building sales pipeline - appreciate the power of building future business and understand what causes peaks and troughs and how to avoid them
- Marketing strategy - take a proactive approach to marketing clients and candidates to build in-depth, long-term relationships
- Sales strategy - balancing new business development with a client retention strategy for existing customers
- Customer relationship management - ensure optimum customer satisfaction
- SWOT analysis

TARGET AUDIENCE:

- Contract or permanent consultants with a minimum of 12 month's experience of running a desk
- Team Leaders/Managers who are also billing
- Team Leaders/Managers who will be managing the above, in order to maximise the impact of their learning in the workplace
- Those developing services for the recruitment market who wish to understand more
- Team Leaders/Managers who will be managing the above, in order to maximise the impact of their learning

TRAINERS: Charlotte Clark & Tim Norton

LEARNING OUTCOMES:

- Create a quarterly strategic plan focused on business/desk growth.
- Undertake a SWOT analysis
- Apply skills to increase revenue and profitability
- Discipline to only work qualified candidates and hot jobs
- Planning skills enabling short-, medium- and long-term work
- Confidence in making the right business decisions
- Build long-term consultative relationships with clients and candidates

INVESTMENT:

OPEN COURSE – Cost per head:

Virtual £420.00 plus VAT

IN COMPANY COURSE:

prices are based on 8 delegates plus Trainer expenses

Virtual £1950.00 plus VAT

Face to Face £2490.000 plus VAT

For further information on the above programme or to discuss your talent development needs, please call **020 3117 0910** or email teri.etherington@apsco.org

Courses are available to APSCo members and non-members alike. For non-member prices please contact APSCo Talent Development.