



How can you double your sales?

How can you get your people fully committed to your business goals?

How can you achieve early success with new sales channels or products?

How can you kick-start 2008?

If these questions cross your mind regularly, then this **Winning Business** Masterclass is for you. This intensive high-energy day is delivered by some of the UK's leading speakers who all have relevant national and world-class experience.

**Winning  
business**  
Masterclass

Best Western Tiverton Hotel  
Tuesday 15th January

"I took my Sales Managers to London to hear these people speak recently, and within two weeks the affect on our business was phenomenal. People started doing things off their own backs, the energy level shifted from fourth gear to turbo boost, and I started getting a steady stream of customers calling for me to tell me how well my people were doing. As a Beacon company I knew that this sort of thing could have a much wider impact in our region, so I've put my money where my mouth is and invited these speakers to our region."

"If maximising your opportunities through your people is important for you then I recommend coming along to this Masterclass."

Chris Ingram, Founder and CEO  
Continental Underfloor Heating

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## Overview

Achieving outstanding world-class business and sales success does not happen by chance. It takes the right mix of strategy, methodology, pricing and products to get it right.

But more importantly you need your people to be fully committed to the process, with their mindset aligned to your goals, and with the tools to help them succeed for you.

Whether your goal is to grow sales from your existing customer base, or to develop new prospects or new products, this one day Masterclass will help ensure you achieve your goals.

**Winning  
business**  
Masterclass

**“a great day out”**

## Why you should attend?

Irrespective of the size of the company, effectively selling is critical. Understanding, defining and developing sales is *the challenge* and it is the same challenge whether you employ 1000 people or 3 – the only difference tends to be the resources available to you and your level of expertise.

The Winning Business Masterclass will deliver practical techniques and quick solutions to help you grow your business, sales, productivity and profitability.

## So what's on offer?

- How you can recruit, retain and reward top performing sales people
- How to avoid “limiting” attitudes and values
- How to target markets and secure initial meetings
- How you can develop and implement a sales strategy that delivers
- How every person in your organisation can be part of the sales process
- The art of prospecting successfully
- What makes sales people *want* to achieve at the highest level
- How to get the right deal for you and your customers
- How to sell on “real value” rather than price alone
- The different approaches to take, dependant upon the level of who you are talking to
- Growing existing customers through effective account management
- Using referrals and case studies to drive repeat and new business
- And how to turn your customers into a second sales force

## Who should go?

Sales is too important to be just left to your sales team – it *should* cut across all levels of your business. You should attend if:

- You are responsible for generating profit in your business
- The future of your company is dependant on sales / productivity / profit success
- You are a CEO / business owner / director who wants to introduce new products, improve productivity and performance, or target new channels
- Your clients like your product or service, but you can't understand why more people aren't knocking on your door
- You are a Sales Director / Manager who wants to improve your team's performance
- Or you are simply not satisfied with the results you or your team are personally getting

Equally this event will appeal to Managing Directors, budding entrepreneurs, Finance Directors, Product Directors, New Business Development Managers, Senior Managers, Sole Traders, Partners (especially in consultancy service businesses), Business Consultants and Non-Exec Directors.

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## Who will be speaking

The speakers are all experienced and respected experts in their fields. They have all had success themselves, and now work for, or own, companies that advise customers on the areas in which they are speaking. Speakers of this quality and pedigree rarely venture into the South West so grab this opportunity to hear from people who are more than qualified to give you advice.

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*"a great day out"*



### **Craig Goldblatt**, The UK's top sales coach

Craig is the UK's top sales coach and is in constant demand in the UK and Europe to deliver his energetic and dynamic work. Craig has driven companies to achieve great results through focusing on the ability to succeed. He will leave you pumped full of enthusiasm on the day AND will give you tips and techniques to pass on day in, day out. He will show you how to break through any barriers and weaknesses and will re-light your desire to succeed no matter what the odds.

Craig's session will be a powerful way to get you and your teams off to a fantastic and inspired start in 2008!



### **Mike Southon**, Successful Entrepreneur and best selling author

Mike built and sold his own company in the 80's, worked with 17 start-ups in the 90's, and is now one of the UK's leading business speakers, specialising in practical sales and entrepreneurship. Mike has written four best-selling business books including *The Beermat Entrepreneur* and *Sales on a Beermat*. He is Visiting Fellow in Innovation and Entrepreneurship at London South Bank University, and he writes for many publications including *The Daily Telegraph*, *The Financial Times* and *Director*.



### **Vince Golder**, Referral and Joint Venture Marketing

You will know the ever increasing challenge of promoting your business today in an ever more competitive marketplace. You may be one of the majority of companies who still receive most of their business through word of mouth? The bad news is word of mouth is spontaneous and you are only achieving a small proportion of the referrals you should be receiving.

Vince is considered to be one of the top gurus of referral and joint venture marketing in the UK, with world class experts like Brian Smith (the man behind Airmiles), Ivan Misner (founder of BNI) and Penny Power (founder of ecademy) all endorsing his methodology. Vince will present simple, proven and powerful ideas on how you can dramatically increase your leads, customers, sales and profits at nil or low cost.

### **Martin Driver**, Sales Trainer of the Year 2004 and Director, MySalesDirector.co.uk

MySalesDirector is a very successful sales consultancy that is a dedicated resource for SMEs. The three directors have extensive experience in sales and sales management at all levels, which enables them to help their clients achieve sales best practice and maximise the return from their sales people and their sales operation.

Martin's corporate sales pedigree comes from over 30 years as a sales person and in senior sales management positions for organisations such as Xerox, Oce and Vodafone. In 2003 Martin was responsible for the design, creation and delivery of the award winning "Vodafone Corporate Sales Academy" which was adopted throughout the Vodafone Group as worldwide best practice. In 2004 Martin won "Sales Trainer of the Year" for the academy and the affect it had on the corporate business as a whole. He specialises in sales capability, account management strategies and sales strategy.

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## Running Order

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8.30	Registration and Morning Coffee
9.15am	Introduction by Chris Ingram, Founder & CEO, Continental Underfloor Heating
9.30am	<b>Mike Southon</b> , Why sales is everyone's business <i>"a great day out"</i>
10:15am	Coffee Break
10:30am	<b>Craig Goldblatt</b> , How to motivate an individual or team to lift their game?
11:30am	<b>Martin Driver</b> , What is a Sales Strategy and Why Have One?
12:30pm	Lunch
1:30pm	<b>Craig Goldblatt</b> , Inspiring "No Limits" belief
2:30pm	<b>Martin Driver</b> , The art of prospecting
3:30pm	Coffee break
3:45pm	<b>Vince Golder</b> , Referral marketing made simple
4:35pm	<b>Mike Southon</b> , Double sales and recruit, retain & reward the best people
5:35pm	Q & A
5:50pm	<b>Craig Goldblatt</b> , Leaving with energy
6:00pm	Close

## Delegate Booking

The cost for each delegate is £156 (excl VAT)\* and includes a buffet lunch and light refreshments on arrival, mid morning and mid afternoon. **Discounts** and **special offers** apply for early booking and for booking 3 or more delegates, for example if you book 3 places by December 7<sup>th</sup> you get a 4<sup>th</sup> place free and qualify for a 15% discount on the three places.

To book your place on this Masterclass just phone 0845 009 3974 or book online at [www.delegatesolutions.co.uk/wbm](http://www.delegatesolutions.co.uk/wbm). Payment can be made by debit or credit card.

Overnight accommodation is also available from £65 - just ask when you book your places.

## Exhibition Space

A limited amount of exhibition space is available for businesses that wish to showcase their services or products to this audience of leading South West businesses. For further information please contact Adam Inch on 0845 009 2135.

## About the event organisers

The event has been put together by a Beacon company, Continental Underfloor Heating ([www.continental-ufh.com](http://www.continental-ufh.com)), one of the UK's market-leaders, with the support of Beacon and Business Link Devon & Cornwall. Continental's CEO took his Sales Managers to London to see these speakers and was so impressed with the results that followed that he decided to bring the speakers to the South West so other businesses in the region would have the chance to hear them.

Beacon ([www.beaconsw.org](http://www.beaconsw.org)) is a unique network which brings together some of the South West's most forward-thinking and ambitious companies to promote success, good practice, share ideas and spearhead regional growth. It is a key business initiative of the South West of England Regional Development Agency (SWRDA).

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The event is being run on a not-for-profit basis to keep ticket prices low. Please help us make it a success and book early - you'll also save money!

\*Subject to Terms and Conditions of Booking, a copy of which is available upon request.

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