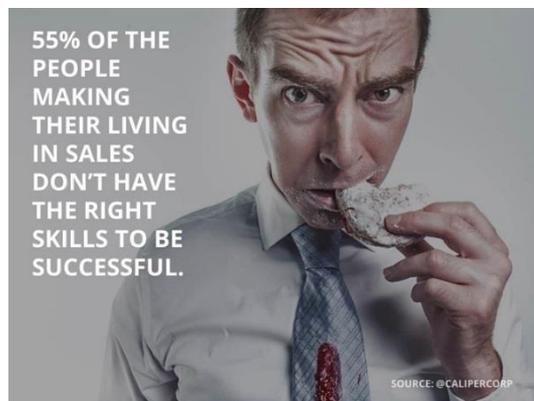


# Sales & Marketing Academy



Having presented to hundreds of companies in 59 countries, the question I get asked the most is 'How do we Increase Sales'

My response is always to ask when the last time was that their salespeople attended a sales training or coaching program. I am constantly amazed when they answer never or many years ago.



I am fortunate enough to have worked with the British Olympic and Paralympic teams. As good as they are they are, always being coached, learning new techniques and improving their skills.

With this in mind, I have decided to launch the Sales & Marketing Academy and work with a small number of companies.



***Sales and marketing has changed so much in the past 10 years. Sales people now need skills and coaching in so many areas:***

### **Sales Teams**

- Back to basic sales skills
- Personal marketing
- LinkedIn (the best tool for sourcing and contacting new potential clients)
- Advanced Google search (you can find almost any prospect on the internet if you know how to do Boolean searches)
- Prospecting, networking & telephone skills
- Psychological skills (personality styling, body language and NLP)
- Understanding buyers - left and right brain buyers do business in very different ways
- Customer care
- Creating sticky customers
- Presentation skills

### **Marketing Teams**

- Connecting with clients online
- How to drive potential and existing clients to your website using social media strategies
- How to produce electronic newsletters & what content connects with clients
- Search engines – how to dominate the first page of Google using Social Media
- How to develop online videos to market products and services
- The power of YouTube and how to embrace and use it effectively
- What to do to get the most from LinkedIn
- Clever strategies to analyse what your competitors are doing online
- Use social media as a marketing tool



I have created two programs, find out which is the best for your team:

# PLATINUM PROGRAM

A **12-month** program for companies in The **United Kingdom and USA**, limited to **five** clients a year

Every two months I will come to your business and present to the sales team in the morning. The afternoon will be dedicated to working with the sales managers, marketing team and any team members requiring coaching or mentoring

Every month there will be a day open to any team member, where they can book slots for one to one online video or telephone coaching, mentoring, or chat about any issues that will enable them to have better skills, confidence and close more sales.

Members of the marketing team will also have access to the '[Online Marketing for Business](#)' program that has 175 videos and 12 books and is the most comprehensive social media training program available for business presently.

**The Investment in the program is £45,000 a year, 50% upfront and the balance monthly**

# GOLD PROGRAM

A **12-month** program for companies **anywhere in the world**, limited to **ten** clients a year.

Every month there will be a day open to any team members where they can book slots for online video or telephone one to one coaching, mentoring, or chat about any issues that will enable them to have better skills, confidence and close more sales.

Members of the marketing team will also have access to the '[Online Marketing for Business](#)' program that has 175 videos and 12 books and is the most comprehensive social media training program available for business presently.

**The Investment in the program is £30,000 a year, 50% upfront and the balance monthly**

## Benefits:

- Sales team have continuous ongoing sales and marketing training, coaching & mentoring
- Sales managers are trained and coached to get the best results from their team
- Marketing teams get the latest information and strategies to brand, market & attract new leads

For more information, please email [frank@frankfurness.com](mailto:frank@frankfurness.com) or call on +44 1923 248200

Please book early as once these slots are gone, this will only be available again in 2019.