



performance improvement ► sustainable excellence

## Xel Sales & Marketing Business School (Xel-SMBS™) Prospectus



Real Opportunities  
Real Employability

[www.xeltraining.com](http://www.xeltraining.com)



# Xel Sales & Marketing Business School (Xel-SMBS™) Summer Intake 2017 Prospectus

## Real Alternative Real Opportunity



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# Why Choose a Career in Selling

“ Nothing happens  
until somebody  
**SELLS**  
something ”



## **Selling is the most important job in the world**

Positive, dynamic, professional, enthusiastic Selling can do more to boost the economy, increase employment and curb competition from abroad than ten thousand sanctions and subsidies. In all walks of life Selling is as essential as food and drink. Customers don't beat a path to many doors any more!

In industry, if the salespeople at the 'sharp end' didn't sell, just about everyone employed in manufacturing and distributing would be out of a job. In retail stores and at trade exhibitions, if casual callers were just allowed to browse and salespeople didn't try positively to generate interest and help people decide, very little would happen except for the bare essentials and the 'impulse buys'.

Salespeople can be advisers, problem solvers, merchandisers, innovators, efficiency experts, cures for a buyer's headache or simply nice, helpful people - but their paramount function is to secure profitable orders for their goods or services, often against stiff competition.

Selling is a highly developed series of skills. There is absolutely no truth in the rumour that 'salespeople are born and not made'. Salespeople are most definitely 'made!' Really good sales people are very thoroughly trained.

Selling, when it is planned and carried out properly, is a very exciting profession. A career in selling is not only highly satisfying, it is also financially very rewarding. There are vast opportunities in Selling. There is a chronic shortage of really good salespeople; real professionals; people blessed with the competitive spirit; people who know where they are going and why; people who have found the self-fulfilment that comes from making other people happy at a profit; people who are themselves looking for more out of life; people who are consistently trying to do better; people for whom, the stronger the odds against, the more they enjoy their work.

People who are the very life blood of any nation.

Today is for them - and for people who want to be like them.

## **Why Choose a Career in Selling**

Skilled, top performing salespeople are very much in demand. Whether it be in a commercial or retail environment, any business would really love to recruit a top quality, professionally trained salesperson to sell their products or service (see next page to read what one business owner has to say).

For many top performing salespeople, there are no income ceilings. The better trained you are then the better performing sales person you will be and the greater earnings potential you will likely have.

Selling is also fun. Life is meant to be fun so what could be better than having fun whilst earning a high income at the same time.

The skills you will learn on this programme are also very transferrable. Selling and negotiation skills you perfect through this training programme can be adapted into any market.

You may need new product and applications knowledge but your sales and negotiation skills can be easily adapted to suit the market. Sales and negotiation skills are also very transferrable into other job roles as they play a major part in 'effective communication' which is an essential skill for success irrespective of your career path.

The skills you will learn on this programme will help you to communicate when under pressure, talk to difficult people, use active listening skills and develop the art of persuasion. You will develop a useable set of tools and methodologies that will help you to become a more efficient, powerful and effective communicator in life generally.



Mr Andrew Jones  
 Managing Director  
 Xel Training & Development  
 6 Church Row Chambers  
 Franklands  
 Longton  
 Preston  
 Lancashire  
 PR4 5PN

Dear Andrew

As a leading supplier of speciality materials to the Contact and Intra Ocular Lens industry, Contamac is driven to provide the highest level of products and services to its industry. Sales is too often overlooked as a profession and as a result finding individuals with the required skill sets to meet the needs of our business is a challenge.

The concept of professional short programmes in Sales and Marketing is something of real value to industry and individuals looking for a career in sales. The ability to link this successfully with industry really could provide opportunities to start or re-invent peoples careers in the coming years.

Contamac looks forward to supporting this unique initiative with Xel Sales and Marketing Business School.

Yours sincerely

**Robert McGregor**  
 Director



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# About Xel Sales & Marketing Business School (Xel-SMBS™)

## **About Xel Sales & Marketing Business School (Xel-SMBS™)**

Xel Sales & Marketing Business School (Xel-SMBS™) provides students with the most up to date, highly practical and cost effective training that money can buy.

Our professional short programmes in Sales & Marketing are designed to reflect today's global business climate and are based on the experience that the corporate side of our business (Xel Training & Development) has gained over the last 45 years.

Xel Training & Development specialise in the design and delivery of Open and In-Company training programmes for businesses across all industry sectors and are proud to have worked with the likes of:

- Portakabin
- Bank of Scotland
- Bodycote plc
- Brevini UK Ltd
- American Golf
- Best Western Hotels
- STILL Materials Handling
- Siemens
- Cottage Delight Speciality Foods
- TNT Post
- Apcoa Parking
- Full Circle Asset Management
- Mitsubishi Forklift Trucks
- Bender Group
- Bauder Ltd
- Pilkington Glass and many more.

# Why Choose Xel-SMBS™

## **Why Choose Xel-SMBS™**

Xel Sales & Marketing Business School (Xel-SMBS™) short programmes in Sales & Marketing are held over three or five days and are designed specifically for students who are considering a career in Sales & Marketing or Customer Service and who:

- Are currently studying at sixth form college
- Are about to start their university studies
- Are already studying at university
- Have recently graduated but not yet in full time employment.

If you are one of the above then this programme is perfect for you!

Our innovative Sales & Marketing programme is designed to help you distinguish yourself from other students/graduates by providing you with the practical skills that employers search for.

You will also be able to take advantage of a wide range of high quality study support and resources, all geared to rapidly accelerate your professional sales/business career.

Xel-SMBS™ provides an excellent opportunity to integrate academic studies with industry-related business skills training. Both the three and five day programmes can also be taken for credits towards future Sales & Marketing qualifications.

**At Xel-SMBS™, you will benefit from:**

- World class tutors who not only understand the subjects but who are also sales people running their own successful consultancy businesses
- Personal coaching to bring out the best in you
- Small study groups (maximum of 25 people) to help you understand all aspects of the subject
- Access to our Career Advice Service, including referrals to CV advice, recruitment and interview guidance/coaching
- Free personality assessment report showing your 'natural' selling style and advice about your 'ideal' sales role (new business development, account management, retail, customer service, etc)
- 'Life-long' discounts. When employed, you will have access to additional Xel Training & Development workshops (Master Classes) at discounted rates\* to tackle difficult areas, and provide increased insight into the subject area

\*15% reduction off any Xel Training & Development open course (Master class) subject at any time following successful completion of the three-day programme.

# **Xel-SMBS™ Professional Short Programmes in Sales & Marketing**

## **Xel-SMBS™ Professional Short Programmes in Sales & Marketing**

Xel-SMBS™ professional short programmes in Sales & Marketing are designed to reflect today's global business climate. The aim of the professional short programmes is to give the individual a strong foundation of the subject area.

Xel-SMBS™ understand that professional sales people, whether in a business to business (B2B) or business to consumer (B2C) environment, have the need to constantly add to their skills set and build their overall practical knowledge.

If your aim is to move into a career in Sales & Marketing in either a B2B or B2C environment for the first time, this programme will give you the necessary knowledge and skills to make this aspiration a reality.

Xel-SMBS™ provides students with the most up to date, highly practical, concentrated and cost effective training that money can buy. The programmes offer real value by offering up to 40 hours of tutor time over a five day period, achieving what other programmes can only achieve in eight days or more and at a fraction of the cost.

This means you will be one step ahead as you can take your new skills and knowledge to potential employers well ahead of other students coming onto the job market.

## **Xel-SMBS™ Professional Short Programmes in Sales & Marketing Objectives:**

- To improve your academic standing and help you to distinguish and differentiate yourself from other students/graduates
- To improve your knowledge and skills that you need for a successful career in a highly competitive business environment
- To gain a competitive advantage over other students when applying for a job in one of the most rewarding careers you can ever be involved in
- To improve your career and earnings potential throughout life
- To gain the practical skills that employers search for
- To improve your knowledge of Sales & Marketing to reflect today's global business climate
- To increase and add to your skills set and build your overall practical knowledge
- To gain the necessary knowledge and skills to make the aspiration of moving into a career in Sales & Marketing in either a B2B or B2C environment for the first time a reality
- To improve your self-confidence which will help to carry you through life
- To become a 'well-rounded' individual and achieve the success that you desire

**Three-Day Programme Content – Students will Learn:**

- The 3 stages of the 'consultative-partner' sales process
- The psychology of selling and what makes people buy
- The personal qualities of a professional sales person
- How to develop a positive mental attitude and how to improve self-belief, enthusiasm and self-motivation
- How to use the telephone to secure face-to-face appointments with decision makers
- How to 'sell' the appointment rather than products or services
- How to overcome objections given by both gatekeepers and decision makers when telephoning for appointments
- Effective questioning, probing and listening skills
- How to identify customer needs & objectives – Using gap analysis strategies to uncover and develop the prospect's requirement
- How to identify a prospect's purchasing criteria
- How to sell solutions and 'differentiate' the offer against the competition. Using features and benefits effectively
- How to develop and present an effective sales proposal rather than a traditional quote
- How to handle objections and how to sell 'The Difference' when dealing specifically with price objections
- How to develop and present financial justifications
- How to use a 'six-step' approach when planning for a negotiation
- How to identify customer objectives and 'motives' when negotiating
- How to develop a co-operative and collaborative style rather than a competitive (adversarial) style when negotiating
- How to create the 'feel good factor' for the other party when negotiating
- How to use the Stanford Research Institute's Values and Lifestyle Survey (VALS) to create and maintain rapport when negotiating
- How to develop the closing habit and ask for the most appropriate form of 'commitment'

**Five-Day Programme Content as Three-Day Programme and also includes:**

- What to 'Say' on Social Media to engage with potential clients
- How to use Social Media to secure more face-to-face appointments with potential clients
- How to use Social Media as a prospecting and networking tool
- How to create a Personality on Social Media, helping you stand out from the 'noise' of the crowd
- How to optimise your Twitter, LinkedIn & Facebook accounts to attract your ideal client
- How to create a Social Media Strategy and Daily Plan
- What 'Centres of Influence' are, and why they're so important
- How to grow a large targeted following of potential clients on Twitter, LinkedIn and Facebook – for free
- How to create an overall Social Media Strategy, focussing on securing new appointments
- How to develop high impacting 'group' presentations
- How to structure and deliver an effective and exciting presentation
- How to project a message with confidence and charisma
- How to manage an audience effectively
- How to overcome nerves and feel more confident and at ease when presenting to large groups
- How to interpret a profit and loss statement
- What is 'break-even' point and how it is calculated
- How to analyse a balance sheet
- What impact discounting has on profit margins
- How to maximise the profit from every sale
- How to interpret financial information in order to make better commercial decisions

# Tutors/Trainers & Delivery Style

## **Tutors/Trainers and Delivery Style**

Although we know that theory is important, our short programmes in Sales & Marketing are interactive and pragmatic and we apply theory into reality using real life case study scenarios. Our tutors/trainers are made up of industry experts who have 'real' and 'current' experience in Sales & Marketing as they are all owners of their own successful businesses. So by studying with us you will benefit from:

- Expert tuition
- Relevant, industry-focused insights into the subjects you are studying
- Small, focused classes (maximum of 15 students per class) ensuring maximum exposure to our tutors/trainers

Examples of the background of our tutors/trainers are as follows:

### **Tutor: Andrew Jones**

Andrew Jones is Owner and Managing Director of Xel Training & Development and started his career as a mechanical engineer with Courtaulds Textiles. His 30 years sales and management experience embraces hydraulics, materials handling, specialist rentals, environmental pollution control, training and consultancy and has sold into various industry sectors working with many blue chip customers around the world.

Before forming Xel Training & Development, Andrew was a highly successful sales manager/Director selling direct to end users, OEM agents and distributors, both in the UK and internationally. He was specifically concerned with developing markets in North and Central America, Europe and South East Asia.

### **Tutor: Ken Minor**

Ken Minor is Owner and Managing Director of his own training and consultancy business and has over 38 years experience in the sales profession. He is a very experienced and highly motivated Leadership & Management Development Consultant who possesses extensive knowledge and skills in the research, presentation and delivery of leadership, team development, sales and customer management programmes to a variety of clients.

He has a great passion for facilitating processes that challenges people at all levels to think, take action and deliver results. He possesses a strong mix of relevant business experience, consultancy and coaching skills and has the ability to 'transfer' theories into the real work environment.

**Tutor: Jason Squires**

Jason is the UK'S leading expert on Social Media Marketing. A serial entrepreneur, Jason took his most recent business (which had start-up capital of £50) from nothing, to a multi six figure turnover within 24 months using Social Pipeline Marketing™.

Over the last few years, Jason has acquired over 2,000 paying customers just through using Social Media – following a set marketing system which reliably delivers.

As well as being featured on Entrepreneur.com and releasing his first book on Amazon Kindle, Jason now teaches other UK companies how they can also generate a consistent flow of leads and sales into their business, through using social media for just 30 minutes per day. Guaranteed.

# Training Venues/Locations

## **Training Venues/Locations**

We use carefully selected training centres in Preston and Oxford. Both training centres are state-of-the-art training venues that have been carefully selected to enable the training to be conducted in a relaxed stress free atmosphere, conducive to effective and focussed learning.

Both venues are conveniently located within a short walking distance from the bus and train stations.

Xel-SMBS™ brings together modern classrooms, first-rate facilities and resources and industry-experienced professionals who bring real-life business experience into the classroom, combining academic excellence with practical skills.

Our programmes stay relevant to the needs of the modern global economy, which means that our combined knowledge filters directly into everything you learn.

# **Dates/Investment/How Apply/Book/Terms & Conditions**

## **Dates/Your Investment/How to Apply/Book/Terms & Conditions**

### **Dates for Next Intakes:**

We are now taking bookings for next three and five day programmes (Monday to Wednesday or Monday to Friday) week commencing 7th August 2017 in Preston and week commencing 14th August 2017 in Oxford.

### **How to Apply/Book:**

To reserve your place(s), please email your contact details (full name, telephone number, email address) to [info@xeltraining.com](mailto:info@xeltraining.com) and enter 'Business School Application – Summer Intake' in the subject line or call 01772 611115 or 020 7100 1331 and speak to one of our programme advisors.

### **Your Investment:**

If you are going to invest money and time into this programme, you will be doing so in the expectation of a benefit in the future. The expected future Return on Investment (ROI) will therefore consist of the following:

- To improve your academic standing and help you to distinguish and differentiate yourself from other students/graduates in the job market
- To gain a competitive advantage over other students when applying for a job in one of the most rewarding careers you can ever be involved in
- To improve your career and earnings potential throughout life
- To gain the practical skills that employers are searching for
- To improve your knowledge of Sales & Marketing to reflect today's global business climate
- To improve your knowledge and skills that you need for a successful career in a highly competitive business environment
- To improve your self-confidence which will help to carry you through life
- To become a 'well-rounded' individual and achieve the success that you desire

Your investment for the Three-Day Programme is at a 'student' rate of only £395 + VAT (normally £1,275 + VAT).

Your investment for the Five-Day Programme is at a 'student' rate of only £595 + VAT (normally £2,125 + VAT).

The delegate fees above include refreshments each day (lunch not included), course notes/binders and programme certificate. For this investment, you will also benefit from:

- World class tutors who not only understand the subjects but who are also sales people running their own successful consultancy businesses
- Personal coaching to bring out the best in you
- Small study groups (maximum of 15 people) to help you understand all aspects of the subject
- Access to our Career Advice Service, including referrals to CV advice, recruitment and interview guidance/coaching
- Free personality assessment report showing your 'natural' selling style and advice about your 'ideal' sales role (new business development, account management, retail, customer service, etc)
- 'Life-long' discounts. When employed, you will have access to additional Xel Training & Development workshops (Master Classes) at discounted rates\* to tackle difficult areas, and provide increased insight into the subject area

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**Terms & Conditions:**

- To book a place on a programme the total programme fee is required.
- On receipt of your booking, an invoice will be sent to you and payment must be received no later than 14 days from the date of invoice, which then confirms the place/s booked.
- If your booking is made within 28 days of the programme start date, payment is required by return on receipt of invoice. If payment is not received as stated, Xel Training & Development reserves the right to re-allocate the place/s booked to another delegate/student.
- No refund can be given for cancellation or non-attendance. Transfer requests (i.e. delegates/students wanting to transfer to another date) within 28 days of the original Master Class date will incur a handling charge of 30% of the programme fee + VAT. In all cases a substitute may attend in place of the originally booked delegate without penalty.
- Xel Training & Development reserves the right to cancel a Master Class at any time. In this event the customer will be offered an alternative date on which to attend the Master Class. If an alternative date cannot be agreed, then the programme fee paid will be refunded in full.
- Xel Training & Development shall not be liable for any consequential or indirect losses including (without limitation) any financial losses howsoever caused or arising from this cancellation other than the total programme fee paid.
- Xel Training & Development reserves the right to change the venue being used for any programme at any time and shall not be liable for any consequential or indirect losses howsoever caused or arising from this change of venue.