



SALES TEAM TRAINING

The Challenge

INDIGO ESTATES are an independent firm of Jersey Estate Agents specialising in residential sales and lettings. They are regarded as one of Jersey's leading property specialists with an enviable professional reputation.

They have a team of Negotiators working with customers to provide a full sales and lettings service.

Although the team was delivering some great results, they engaged with **GainLine** to help **build on their existing skills** and to focus on some specific areas to **generate greater sales** and help to understand how Indigo could **compete in an increasingly competitive market**.

Marcus Matthews - Managing Director

“ I met Graham at a business networking event in Reading and instantly felt that Graham was the right person to deliver a sales training program for our staff. ”

The Approach

After understanding exactly what was required and some of the specific issues that needed to be addressed, GainLine put together a tailored Sales Training course to be delivered to all the Negotiators.

The course included some Sales Theory and Best Practice as well as a number of practical exercises and discussion topics. The training was delivered over a single day at Indigo's offices in Jersey. Following the training day individual 1-2-1 calls were arranged to help embed and review the content and skills.

“ **Marcus Matthews - Managing Director**

Graham took the time to understand our needs and produced a bespoke "winning new business" training day for our company and then delivered the training in a very professional manner. ”



GainLine

Sales Skills Advice & Training

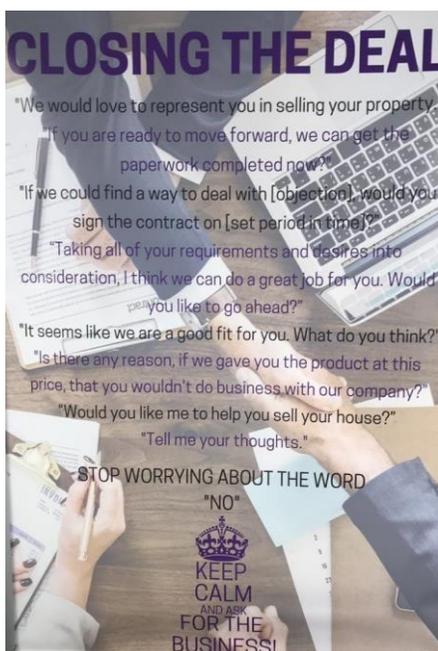
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The training covered a range of topics including:

- **What is “Selling”**
- **Understanding Cost v Value**
- **Indigo Value Proposition**
- **Building Trust**
- **Questioning / Active Listening**
- **Story Telling – References**
- **Managing and Overcoming Objections**
- **Closing the Sale**

The Results



“ Marcus Matthews - Managing Director

We have had excellent feedback from our staff who thoroughly enjoyed the training and we are looking forward to the rewards of new business from the new skills and confidence that the team have learnt. A job well done! Thanks Graham. ”

The greatest impact following the training was to give the Negotiators the confidence to try some new techniques and Sales Strategies. A number of these have directly resulted in additional business and new customers.

They now have a greater understand of what makes Indigo stand out from the competition and how to discuss this with customers

Indigo were so impressed with some of the content from the Training that they have reproduced it as posters which are now on the wall in the office to remind the team of some of the key skills.



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If you would like to find out how we can help you contact us at
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