

# Selling Skills Workshop

WEDNESDAY 17TH DECEMBER 2014

## Agenda & Timings

9:00 – 9:30 Coffee and registration

9:30 – 9:40 What clients are looking for in a relationship

9:40 – 9:50 When does the relationship start?

9:50 – 10:50 Top 10 first meeting mistakes

10:50 – 11:20 Coffee break

11:20 – 11:40 The perfect first meeting structure

11:40 – 12:45 Practice time

12:45 – 13:30 Lunch break

13:30 – 13:50 Post practice review

13:50 – 14:05 Using these skills at the annual review meeting

14:05 – 15:00 Securing larger clients

15:00 – 15:30 Coffee break

15:30 – 15:45 Using cashflow modelling

15:45 – 16:00 Adding some bells and whistles

16:00 – 16:30 Bringing it all together – final questions and wrap up