

**Sales strategy workshop:  
Break the rules and win more business**

**Tuesday 4<sup>th</sup> December 2018: 9.15 – 12.30**

National Metalforming Centre, 47 Birmingham Road,  
West Bromwich, West Midlands B70 6PY

A lively, interactive presentation that will change the way you think about selling, buying and human interactions. It is designed for a mixed audience of successful business owners and business professionals.

**Who should attend:** Business owners, MDs, and Sales directors

**Why you should attend:**

- Are you concerned that when you do win business, it sometimes turns into a battle over price?
- Do you get annoyed when a less qualified competitor wins business you know you deserve?
- Are you frustrated when prospects like what you say, but reply with “we’ll think about it”, or “not right now” which sometimes turns into a slow “No”?
- Are you or your people struggling to get enough appointments with ‘qualified’ prospects, despite investing in marketing and advertising?



Most people build their business using their own ‘sales’ system. It consists of common-sense, strong interpersonal skills, professional expertise, enthusiasm and self-belief. This talk explains the prospect’s system for buying, and suggests how our own system for ‘sales’ can be improved when we first understand the buyer and their system for buying.

**About the talk:** This talk is about you, your desire to achieve the success that you know you deserve, and overcoming the sales frustrations that can get in the way. It is not about Sandler Training and nothing is for sale on the day.

**About the speaker:** Nigel Dunand has over 20 years of experience working with professionals, manufacturers, business owners, and organizations building businesses locally and around the world.



**About Sandler Training:** Training, coaching and mentoring individuals and organisations world-wide. The Sandler System is a proven business development system, congruent with the values of business professionals. Voted No.1 by Entrepreneur magazine nine times.

**Cost:** CBM members: £50+vat (inc lunch) Non members: £75+vat (inc lunch)

**Registration:** Please email [kirsi.lintula@thecbm.co.uk](mailto:kirsi.lintula@thecbm.co.uk) or call 0121 601 6350