

3663

Sales Training Dramatically Improves Sales



3663 First for Foodservice is the UK's leading foodservice company with sales of over £1 billion a year. 3663 prides itself on customer service excellence and goes out of its way to surpass its competition.

Consultative selling is a reaction to the changing culture in sales. We all now react negatively to 'being sold to' - however in an ever growing consumer culture we do enjoy buying! Linac therefore created a 'customer centred' sales model, which follows a consultative sales process as opposed to more traditional sales models. Sales, is now about establishing and uncovering needs, therefore matching the solution to the customer.

3663 were so intrigued with Linac's approach and proven belief that being sold to simply does not work, they decided to engage Linac to train its UK sales force.

The training was learner led from the outset focused on practical application of the various stages in the consultative sales cycle using 'real' experiences from the field.

As a direct result of the training the 3663 sales people improved sales dramatically. They were able to easily put into practice new techniques and behaviour to create new sales opportunities and pre-position customers by seeing the world through the eyes. This allowed them to identify needs accurately and sell value added solutions, which were intrinsically linked to customer emotions, which in turn were so compelling that traditional closing techniques were not required.





3663

...And here is the great feedback that we got from 3663!

"Linac is our preferred training supplier and is providing learning support across the business. Training has included leadership and management development training, sales training and executive presentation skills training. Linac's approach to learning is dynamic and is helping us to dramatically develop our people. I would strongly recommend Linac to any company looking to develop its people and achieve significant results."

Kathy Williams
3663 Learning & Development Manager

Call Linac today to find out how we can help you to get the best out of your sales team

T: 01684 299220

E: info@linac.co.uk

W: www.linactraining.co.uk

Learning Technologies



Customer Service



Sales



Training for Trainers



Personal Effectiveness



Coaching



Management



Leadership

