

PRESS RELEASE



8 JANUARY 2007

Prisma launches *Sales Training* *Seminars* for Directors and Professionals

Prisma Consulting, Wokingham-based international business development services company, has launched an innovative sales training seminar, ideal for those involved in selling but non full-time sales professionals, such as business owners, directors, accountants and lawyers. The sessions help companies generate more leads, convert more enquiries / proposals into sales and negotiate better terms to increase profits.

The seminar, called ***Joined Up Selling***, is low-cost, very practical and takes minimal time. The seminars are run by experienced business professional Mike Preston, who has held board-level positions in several countries and has a successful record in both sales and training. The basic seminar takes 3 hours and includes over 50 sales tips and techniques. The unique aspect is that it covers the whole cycle from sales strategy to 'closing', 20 topics in all, including Objection Handling, Sales Psychology, Negotiating and Referral Marketing and shows, through practical example and sales stories, how they all interact.

"Many companies do not have the time nor the budget to send the management team on different sales courses for different topics", commented Preston. "This seminar provides an excellent insight into the whole sales cycle in one event giving a real 'Return On Investment' by learning many, many practical tips and techniques with minimal time away from the business."

Prisma clients already include several IT companies, lawyers, accountants and hotels. One of these clients is Henley-based financial management company, *myFD*, whose business is an innovative service providing a new way of addressing financial management needs in ambitious businesses. "Having successfully established the business, we wanted to fine tune our sales cycle to determine how to identify and match the needs of potential customers quickly and effectively", commented Fred Edwards, Managing

Director of. “Prisma’s initial seminar, which covered the complete sales cycle in one session, helped us achieve this and we were then able to follow up with a customised session to tailor our process.”

Attendees are also provided with a copy of the *Joined Up Selling* e-book which covers all the topics covered in the course plus a follow up action plan suggesting ideas for ongoing tasks to consolidate the information and ideas presented in the seminar.

The ***Joined Up Selling*** seminars, which cost £750 in total for any number of attendees, can be tailored to each client and adapted to full day or 2-day courses. Sessions can be run early morning or after office hours if needed. Further courses covering ‘*Lead Generation through Networking and Referral Marketing*’ and ‘*Objection Handling and Negotiating and Closing*’ have also been developed by Prisma.

Many senior staff and people in the professions sell by word of mouth or by their own enthusiasm but they could do far better. A real edge can be gained by applying some very simple sales techniques – not the smooth, flashy performance often portrayed in the media but practical, commonsense hints that anyone can apply. There are few training courses that address this audience in a time-efficient way. ***Joined Up Selling*** meets this gap in the market.

ends

-oOo-

Background for Editors:

Prisma Consulting Ltd

Prisma Consulting, based in Wokingham, provides sales training, management consultancy and international business development services to clients both in the UK and worldwide. A broad range of projects have been completed with some prestigious clients generating some compelling testimonials.

Mike Preston, founder of Prisma, was formerly President of SoftBrands International, Managing Director of LK Global Hospitality Systems and Managing Director of Misys Subsidiary Global Business Systems.

www.prisma.com

CONTACTS:

Mike Preston, Managing Director
Prisma Consulting Ltd
www.prisma.com
Tel: +44 (0) 118-978-5588
e-mail: mike.preston@prisma.com