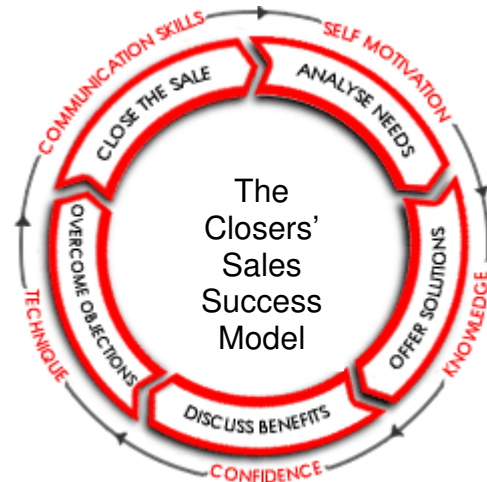


The Closers – The Practical Programme for Sales Representatives on Closing Sales

1.0 Programme Overview

Effective, high performance selling is important to the success of almost every kind of business. Whether you are a salesperson working at the customer interface or a sales team manager, achieving the best possible results will be determined not only by your knowledge of your own product, but also by your understanding of your customers and the communication skills you can bring to bear to clinch a sale. This programme will cover various aspects of the sales process, including providing advice on taking the right mental approach, organising yourself, understanding and working with your customers' needs, and building essential skills such as presentation and negotiating. Indeed the programme will address and review in detail through practical examples The Closer's Sales Success Model.



2.0 Participants Profile

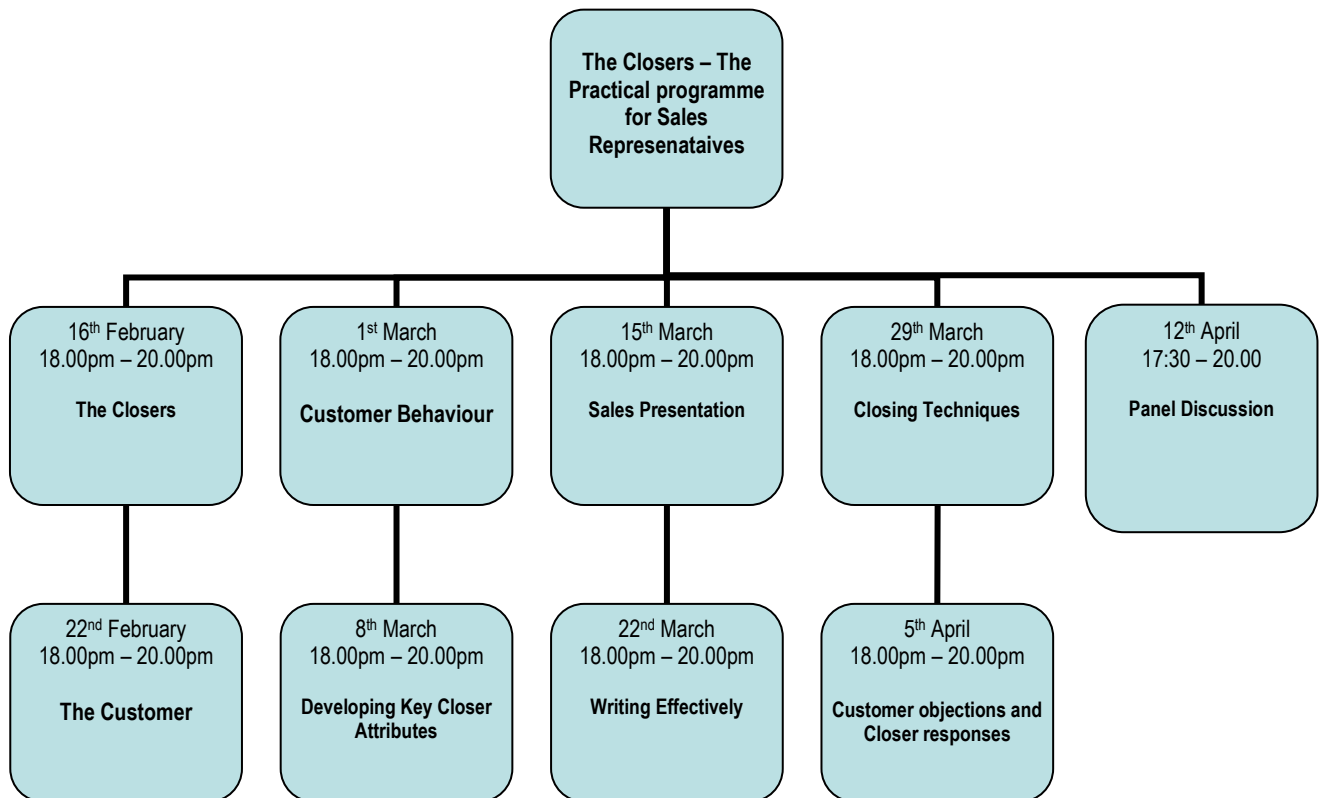
- Sales representatives with responsibility for sales and promotion of products and services..

3.0 Key Benefits

The programme aims to help participants improve their skills to manage their organisation in a more effective manner by means of:

- Practical activities and exercises; and
- Guidelines to address challenges.

4.0 Programme Content





16th February

Module 1: **THE CLOSERS**

A successful sales is when it is closed. There are various types of salesmen however beyond any doubt the successful salesmen are Closers. Closers are professional sales representatives who without pushing customers manage to obtain a sale with the right conditions, the right price and within the right time-frame. The following are the module contents:

- Types of Salesmen
- The Characteristics and Attitudes of Closers
- Why they are Closers
- The Closer's personal thoughts and pressures
- Managing Sales Targets
- Time Management

Tutor: Daniel Coppini

Daniel Coppini, has been self employed for the last 4 years, under a firm called “**Let's Sell More**” specialising in promotional activities for all the large local importers. Mr Coppini has carried over 50,000 man hours training carried to date and manages a staff compliment of 60 casual workers and a management team of 6. Prior to setting up his business Mr Coppini worked for **Francis J. Vassallo & Associates** and set up a specialised Sales & Marketing consultancy company to complement the groups' current portfolio of financial services. Mr Coppini was also Group Marketing Manager for **Paolo Bonnici Ltd** for five years and responsible for the marketing and sales operations of all the groups' divisions with a staff complement of approximately 60 people. A few of the major brands/principals that this firm are local exclusive distributors for are Kraft, Cadbury, J&B Scotch Whisky, Gordon's Gin, Weetabix, Johnsons Wax and Henkel, amongst many others. Mr Coppini was also General Manager of **Marsovin (Sales and Distribution) Ltd**, Malta's leading wine producers as well as brewers of the Lowenbrau Beer, Safari juices, Fontana water and other beverages. Mr Coppini was responsible for staff ranging from promoters and delivery staff to sales managers and sales representatives. Resigned after four years to move to a larger organisation. Worked as National Sales & Distribution Manager with the local representatives of **The Coca Cola Company** for two years. Mr Coppini also has 5 years experience with **Price Waterhouse, Fenech and Fenech Advocates** and **Merit (Malta)**



Ltd with responsibility of setting up a complete accounting computer system. Mr Coppini is an approved MIM trainer.



22nd February

Module 2: THE CUSTOMER

The old axoim goes ‘know your enemy before you attack.’ This module provides an overview of the types of customers and accordingly their expectations and attitude in the sales process. The following are the module contents:

- Categories and types of customers
- Facts about Customers
- What Customers think about Closers
- Recognising the Customer’s Attitude
- Recognising time wasters

Tutor: Anita Attard

Anita Attard has over 10 years experience in Senior Management with an extensive background in the following core activities: Customer Service, Quality and Environmental Systems, Human Resources, Training, Safety, Operations and Public Relations. Ms.Attard has developed and implemented a variety of business programs, including those that must comply with corporate and international guidelines and has led various developments and implementations of Business Process re-engineering. In addition, she has an excellent experience in drafting policies and procedures and experienced in drafting and delivering high profile presentations. She is currently the Business Development Director of AG Design one of Malta's leaders in the field of interior design and project management. Ms.Attard is an approved lecturer at MIM.



1st March

Module 3: CUSTOMER BEHAVIOUR

Building on the previous module, the emphasis here is the psychological perspective of customer behaviour, thus discussing with the aim to understand the decision making process in a sales proposition. The following are the module contents:

- The basic foundation of all sales closing
- How the closer manipulates the customers to think as he/she wants
- Customer's different listening levels
- Why a customer won't buy
- The Master Closer and His Rules
- The weapon called Reverse Psychology
- Customers and Money
- The Master Closer's strategy to win over a Customer

Tutor: Sabrina Mulligan

Sabrina Mulligan, has more than 13 years of experience in TV Production, brainbox was one of the first production companies to start buying airtime in the Maltese islands and negotiating foreign content for local broadcast. After three years brainbox became the national stations leading TV company buying commercial team and producing more than 4 shows (including 2 prime time shows) in every TV schedule for all the main TV stations. Following the success of Malta's lifestyle program 118 Wines, a second company, winebox ltd was launched offering wine enthusiasts all over the islands the possibility of learning more about wines and through strategic partnerships coordinated travel opportunities for wine connoisseurs in various wine regions around the world. Winebox ltd also assisted the Ministry of Agriculture in the marketing of Malta's wine appellation (DOK and IGT) and remains a leader in wine events, wine branding and wine travel. The third company, gamebox was launched in 2008 with the support of international heavy weight Hasbro for the launch of Malta's first board game Monopoly Malta and followed by Malta's first card game, an international favourite Top Trumps MALTA. With more than 5000 board game sales in merely two weeks, Hasbro are also now negotiating other customized games dedicated not just to the Maltese islands but also to other countries replicating the Malta success. Be it



sales to clients, the mass market or to the niche, this young entrepreneur will continue to insist on the importance of knowing WHAT you are selling, knowing WHO you are selling to and identifying the right price for the intended market. 'The business leader is the person creative in business'. Ms. Mulligan is an approved MIM trainer.



8th March

Module 4: DEVELOPING KEY CLOSER ATTRIBUTES

There is a distinction between an Order Taker and a Closer. This module will explain how the Closer is a sales representative who undertakes to carry out market research and also create new leads through his/her current contacts in order to improve the customer base. Practical tips as to how to develop key Closer attributes will also be given during the module. The following are the module contents:

- Conducting Market Research
- Creating leads
- Developing Confidence
- Risk-taking
- Developing Drive
- Increasing Learning
- Effective Thinking
- Improving Memory, Reading, Writing and Speaking Fluently
- Boosting Creativity
- Using Time Effectively
- Reducing Stress
- Keeping Fit
- Networking

Tutor: Nathan Farrugia

Nathan Farrugia is a MBA graduate from a leading international business school, specialising in strategic management. He has a first degree in Health Science and regularly contributes to business journals, university publications, articles and training programmes on leadership and management. In his capacity as CEO and a Trustee of Inspire, Malta's leading non-profit provider of educational, therapeutic recreational and services, he has developed a number of entrepreneurial projects that have helped pave the way for the organisation to become a prime mover in improving the quality of life of disabled persons in Malta. Through his private business



(CharityWorks), he is extending that leadership and knowledge to other non-profits with the aims of raising the overall leadership and management quality of the Third Sector in Malta. Nathan is also active in supporting UK and International NGOs with capacity building and project work. He is passionate about leadership in practice, ultra-endurance sports, golf and sailing. He is married with two young children. Mr.Farrugia is an approved MIM trainer.



15th March

Module 5: SALES PRESENTATION

Presentation skills are the crux for a successful Closer. This module will provide participants with a better understanding of what effective communication in the sales process entails and will discuss its key components namely;

- Aiming for Success
- Gaining Self-Confidence
- Researching before the sales presentation
- Practicing Self-Development
- Getting Organised Explaining, showing and demonstrating the Product
- The twelve product presentation steps
- Communication and Interpersonal skills
- Getting the Customer to say yes
- Providing Customer Service
- Satisfying Customers
- Dealing with Difficult Customers

Tutor: George Papagiorcopulo

George Papagiorcopulo, was Chief Executive Officer of a state-owned holding company, responsible for over 110 subsidiary companies for five years. He then took up the post of deputy chairman and managing director of Malta's international airport for another five years. Following this period, he set up his own management consultancy firm, offering professional services to different government ministries, state-owned organisations and private enterprise. He was chairman of a task force for the Ministry of Education and was the catalyst for the setting up of a government Foundation whose task it now is to upgrade all primary and secondary schools in Malta and to convert them into tomorrow's schools. He was also chairman of Malta's Y2K task force. Mr. Papagiorcopulo has managed a number of sales teams in the private sector, including in the publications and automotive sectors. He has also advised a number of public and private sector organisations on sales and marketing campaigns, and on business development. Mr.



Papagiorcopulo was Council Member of the Malta Institute of Management for many years, as well as Chairman and CEO of the training centre of the Institute. Mr. Papagiorcopulo's primary focus today is on assisting organisations to tap EU funds, and on managing EU-funded projects. . Mr. Papagiorcopulo is an approved MIM trainer.



22nd March

Module 6: **WRITING EFFECTIVELY**

Knowing how to communicate effectively through writing is essential for anybody who wants to progress in today's competitive business environment. Writing effectively is a valuable tool that will help Closers meet their challenge. This module is divided into 4 sections, each outlining key requirements for good writing: a clear and concise style, knowledge of grammar and structure, and how to apply basic formats to everyday communication. It also shows how to project the right image, choose the kind of language best suited to your customer/reader, and write succinct e-mails, reports, letters and proposals. The following are the module contents:

- Developing Writing Skills
- Preparing to Write
- Defining your Writing Style
- Composing Good Sentences
- Using Different Tones
- Writing Positively
- Communicating with the Reader
- Writing Business Reports
- Writing Letters
- Writing E-mails
- Writing Business Proposals

Tutor: **Jasmin Voss**

Jasmin Voss, studied at the University of Westminster, London and holds a Diploma in Marketing Communication and Design from the Karl-Severing College, Bielefeld. With 8 years experience in various managerial and directorship posts in German, British and Maltese organisations, today is the director of Elite Private Tuition and partner of 'i-D Group mainly involved in branding, business consulting and media production business areas. Ms Voss is a qualified translator and language teacher, and is also an approved MIM lecturer.



29th March

Module 7: CLOSING TECHNIQUES

One of the most important stages of selling is *closing the deal*, which is the action taken by the sales person to gain agreement to the sale. There are many closing techniques in sales, which are prescribed actions that sales people take to persuade the customer to make the necessary commitment. During this module various closing techniques will be reviewed and discussed with a view to establish their value in the participants' activities. The following are the module contents:

- Reviewing and discussing through case studies various closing techniques

Tutor: Alex Galea

Alex Galea graduated from The University of Malta with a BSc in Engineering and has progressed through industry into sales and project management. Before joining Mдина Partnership, Mr. Galea managed a team of project managers who lead cross functional teams from various departments including design, manufacturing, operations, purchasing, logistics and quality. Since then Alex has successfully delivered bespoke training programmes that mix theory with practical experience, meeting the needs of both the organisations and the individuals involved. He has also provided on the job project management consultancy and assisted organisations to improve their project management capability, through training and development of their own project managers. Mr. Galea is a qualified engineer by the Engineering Board (Ministry for the Environment), Malta. Mr. Galea is an approved MIM trainer.



5th April

Module 8: CUSTOMER OBJECTIONS AND CLOSER RESPONSES

Just because a customer questions the price or a feature of the proposed product DOESN'T mean that they aren't interested in buying it! This module will explain why salespersons must learn the meaning behind customers' objections in order to respond appropriately and turn each objection into a personalized sale! The following are the module contents:

- Objections are positive
- Getting to the root of the objection
- Turning Objections into Reasons to Close Sales
- Anticipating Resistance to Sales

Tutor: Michael Ferry

Michael Ferry, is an MBA graduate from Henley Management College. He has various experiences in planning and developing operational strategies. He has been involved in control cost-efficiency of projects by negotiating and communicating with independent consultants and building / finishes contractors and services providers. Mr.Ferry has overseen and managed projects from feasibility report stage up, to their commissioning to clients. He is sensitive to the local economic situation and to Government's financial constraints, priorities and targets oriented in managing human resources effectively brought by various experiences in the public sector. Mr.Ferry is currently Head of Projects at Playmobil Malta Ltd.



12th April

Panel Discussion

The aim of this panel discussion is to bring together the subjects addressed during the whole training programme through discussions spearhead by a select of management practitioners from different industries. The participants will quickly be geared to the subject by showing them a particular management film which will trigger the values of team spirit and accordingly will encourage participants to strive to reach higher performance goals. This part of the workshop will aim to achieve the following goals:

- Illustrate the power of vision;
- Demonstrate true teamwork; and
- Strengthen leadership skills.

Following the film, the key characteristics for successful teams are identified and discussed. This approach will challenge the participants' ability to work together in an effective and ethical manner. The workshop will be monitored by an experienced facilitator who will also facilitate a discussion of each section of the course to help team members identify the learning which will be relevant to their personal and the team's development. This workshop will result in a different learning style as well as identifying useful and practical ways which the participants can continue to work on building closer working relationships.

The panel will consist of 3 seasoned individual's in the related subject.

Confirmed panel:

Carmen Camilleri Ciantar

Ms.Camilleri Ciantar graduated with a Bachelor of Commerce in 1993. She followed a Post Graduate Course in Education. For the past thirteen years, Ms.Camilleri Ciantar worked in Management, at various levels, with special focus on Sales and Marketing. She started her management experience acting as a Personal Assistant to the Parliamentary Secretary for the



Elderly within the Ministry of Health. Following that, she moved to the Malta Tourism Authority as the Corporate Communication and Business Development Manager within the Chairman's Office. She later joined the MIDI consortium as a Marketing Manager for the Tigne Point development. Following my experience at MID, she moved to Mistra Heights Development as the development's Sales and Marketing Director. Following the slowdown in the property market, Ms. Camilleri Ciantar accepted the position of Marketing Manager with Yellow Pages (Malta) Ltd. Ms. Camilleri Ciantar is an approved MIM trainer.

Andrea Agius

Mr. Andrea Agius, is a BA Hons graduated in 2002 from the Institute of Tourism Studies in Hospitality Management and furthered his studies at the University of Malta where he graduated with a BA Honours degree in Tourism Studies. His studies included an internship at one of the world's most prestigious resorts; Gleneagles Hotel in Scotland. Mr Agius's experience focused on the hospitality industry where he occupied positions from operational to management. In 2004, Mr Agius joined Chef's Choice as a Customer Relations Executive and later promoted to Sales Manager. In 2006 he joined Nectar Group of Companies as Quality Manager taking care of the ISO9001 requirements adopted by the Group. A year later Mr Agius was given the responsibility to lead one of the sales teams within the Group in preparation for the post that he currently occupies since 2008, that is Group Sales and Marketing Manager. This role sees Andrea in charge of developing a marketing strategy and leading a sales team of more than 35 people, responsible for the distribution of Nectar Group's products in leading outlets all over Malta and Gozo. Today Mr Agius is reading for a M.Sc. in Strategic Innovation and Future Creation offered by the University of Malta in collaboration with the University of Potsdam, University of Teesside and Turku School of Economics. Mr Agius is an approved lecturer at MIM.

3 TBA



5.0 Methodology

The program consists of intensive “class-based” learning programmes of which 8 sessions of two hours will be held. With a 2.30-3 hour panel discussion in the final session.

Class-based learning will be complemented by the use of case studies and audiovisual equipment. The case method learning emphasizes practical solutions to business problems and sharpens the participant’s ability to focus on significant issues. Modules will be lectured by seasoned experts in the various fields discussed. The final three hours of the programme will be dedicated to a workshop in which participants will be invited to engage in an active discussion.

6.0 Feedback

All participants are provided with access to the online feedback form at [LINK](#), this can be filled in without having to indicate their personal details. The form provides MIM with valuable information on the overall feeling of participants on the course and will also serve as a guideline on which areas we need to improve and as a source of ideas we can make use of in other courses.

7.0 Registration and Fees

The cost for the Master Class is of Euro 250 per participant. Registrations are done by filling the online form at [LINK](#).

