



Simple, Practical Sales Training for Craft Breweries & Distilleries



The Successful Sales Call

The Virtual Training Course

The Sales Challenge:

- You ARE busy!!!
- Your “selling” time is at an *absolute* premium!
- You have a passionate committed team but are concerned that your “selling” is less than effective

Classic Mistakes We Solve:

- You have lots of nice friendly conversations that just don't translate into ACTUAL sales meetings...
- You find yourself delivering the same chat about your brands and brewery...and ultimately get the “...can you call back next week/month/year...” response *waaaay too much*.
- Your new business pipeline is laboured and after the 3rd contact with a perfect prospect you just don't know what to try next?

YOU ARE MAKING UNDERSTANDABLE BUT BASIC MISTAKES
90% OF YOUR COMPETITION ARE DOING THE SAME
BE PART OF THE 10% WHO WIN THE BUSINESS

The Solution:

- You need a simple practical approach to apply to ANY sales contact that does 3 things:
 - Gets the customers ATTENTION
 - Generates some INTEREST
 - Creates some DESIRE

If you don't do this, you are just part of the competition

Why Can We Help?:

- After 23 years of commercial sales experience with; Whitbread, Diageo, Greene King, Michells & Butlers and Stonegate Pub Company. We fully understand the challenge and the market!
- We absolutely know how to train the simple skills you NEED and how to help you take positive ACTION



Partners & Recommendations

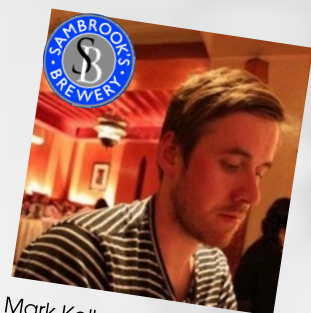
Bestens Brewery – Horsham Surrey



Paul Swaffield
Head Brewer & Founder

- We are a small independent brewery, with just a few team members. Time is limited for us, so we needed to start making more efficient use of our time when it came to sales.
- Dave introduced us to his "6 Steps To The Successful Sales Call", this was a fantastic structure that made it really easy for us to engage with.
- The virtual course has given us the confidence that we are NOW doing the right things and are sure that we are making the very best of our limited sales time
- Dave's approach is so easy to understand, it's engaging and fun to work through.
- He shares his extensive knowledge of drinks sales to make sure everything he teaches is relevant to US!
- Dave is a great guy, but most importantly he is helping our business grow. We highly recommend!

Sambrook's Brewery – Wandsworth London



Mark Kelly
Head of Sales and Marketing

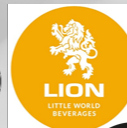
- We were looking at various training ideas for the sales team but what was great about working with Dave is that it was specific, day to day, practical training that was highly relevant as opposed to a generic sales course.
- Dave has been great to work with and had a drive to ensure what was taught didn't get buried in lockdowns and time away.
- We came away with new tools to help inform our sales strategy and an all round better understanding of the work we do - and have yet to do - at Sambrook's.
- I would work with Dave again for sure (*despite his terrible salad recipes...*) and I highly recommend his flexible approach to sales. Thanks Dave!

Timothy Tailors – Keighley Yorkshire



Paul Matthews
Sales Director

- Personally, my key take-outs from Dave's training is to see people have 'lightbulb moments'; picking up on key things they don't do then adding them to their skill set. Likewise, you are always looking for useful tools that enable salespeople to keep to good process. Dave delivered on both.
- I would happily use his services again.... I think everyone else has already mentioned the enthusiasm that comes as part of the package!





The Virtual Course

The Successful Sales Call

4 Steps to apply to ANY sales call that NAIL the key elements to drive new, sticky listings with identified target customers and:

1. Help you to gain a fast understanding of the customer and their business before you walk in the door! VITAL!
2. Help you to quickly plan your conversations to build speedy rapport, influence AND then how to move to a "sell" in a graceful and friendly way...no hard sell here...*that's very 1990's*
3. Successful call...GREAT! Does your job stop here? Absolutely NOT! So how do you make your new listing sticky...or even get permanence!?
4. Unsuccessful call...hummm... 3rd/4th attempt? Do you give up and waste all that time? ***Absolutely NOT!*** Statistically you're not even half way there! So, what do you do next??

£450 (+vat) Per Delegate & what do you get?:

- 1x 45 min virtual launch session to get comfortable with Dave the program and a group of like minded, passionate brewery people just like you!
- 2x 90min & 2x 120min Live, FUN, Interactive virtual training sessions
- 4x Live Skill Assignments – Templates to complete that help you to apply the learnings immediately to LIVE target customers, driving new business straight out of the program
- 4x Key Learning Reminder Videos
- 4x 90min LIVE Coaching Sessions where we discuss and share your LIVE Skills Assignments and help you to close those key pieces of business
- Add "Coaching Plus" - 2x 30min private coaching sessions for £100 – to get all your questions answered about the key prospects you want to approach and win!
- All the content loaded into on a purpose built, interactive, online platform, housing the whole program and everything you need to develop and learn
- Click [HERE](#) for a video walk through of the programme and ***why it works!!***

Would you like to chat?

Dave's Mob - 07850284609 or
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www.itsnotwhatyouthink.co.uk