



## High-performance sales habits that can transform your team

WHAT makes a great sales team? When competition is tight, what happens in those crucial meetings that gets the prospect finally flashing the buying signals at YOUR company?

Lars Tewes knows - and now, so do members of the Midland Sales Academy as this globetrotting expert in sales and sales leadership spilled the beans at their meeting on November 15th.

With Lars, it is much more than just theory. Before he created an acclaimed UK sales training business, he personally built up a successful professional services business through the application of the sales techniques he introduced to the Academy.

His presentation dug deep into the psychology of the professional sales meeting and produced a number of top tips for successful selling. All these meetings should follow a natural structure, he explained and it was necessary to understand the stages that meetings pass through.

Lars provided expert insight into how a sales meeting 'works' - and great tips for improving sales performance



No matter what business you are in, many prospects these days are more knowledgeable than they used to be and their needs are often more complex - so selling requires a more consultative approach and was about much more than 'features and benefits'.

"This was real hands-on stuff and so helpful to our members", said Chairman, Colin Perry: "All top sales teams have a structure when it comes to pricing, promotion and prospecting but not everyone has

that natural communication technique that is so important in the face-to-face meetings.

"Lars demonstrated how that can be acquired by understanding what makes an effective sales meeting, getting to grips with natural techniques that can be used immediately, and by letting the prospect speak first.

"Our members came away with the confidence that they could identify and solve the 'real issue', understand when not to talk about themselves and the company, and a better understanding of what makes a great salesperson".

Lars experience in these techniques and others - including how to create a 'buying atmosphere as opposed to a 'selling atmosphere' were in great demand - he stayed overnight and spoke to the MLG Blue Group the following day!

## STAYING IN THE HELICOPTER!

The Credit Crunch was one of the best things to happen to British business as it made leaders get back to the basics. This was part of Roger Harrop's message to Gold Group at Ansty Hall when he gave his much-acclaimed talk 'Staying in the helicopter' on November 17th. Roger said his four key aspects of seeing the big picture - be exceptional at what you do, be a great place to work in, go out and prospect for business and focus on the bottom line - were essential if leaders were to put their companies on the route to profitable growth. "This was an inspirational seminar from a man who talks to chief executives and business owners all over the world", said Chairman, Mike Goodwin.



# Red Group successfully launched at Brockencote Hall

CHIEF EXECUTIVES and business owners of a dozen companies in the south west Midlands helped to successfully launch Red Group on Tuesday, November 8.

Solicitors, building services, recruitment specialists, electronics experts and even a charity – St. Richard's Hospice in Worcester – met over breakfast at Brockencote Hall near Bromsgrove to enjoy a 'taster' session of the new Midlands Leadership Group, led by Worcester-based business coach Peter Johnson.

Businesses in Kidderminster Evesham, Worcester, Droitwich and elsewhere are invited to join Red Group which is modeled on our groups in others parts of the Midlands where members report big benefits from membership.

Appropriately, red poppies were to the fore when Colin Perry, Peter Johnson and Jay Hale launched Red Group at Brockencote Hall on November 8.



"It was great to welcome so many local businesses to Brockencote Hall, see how the dynamic of this type of group works and see guests enjoy talking to each other, and benefiting from

an internationally-acclaimed speaker," said Peter.

"There was a real buzz. This group is emphatically launched and our first full meeting will be announced shortly."

## DIARY

### NEXT MEETINGS

#### Midlands Leadership Group

**Red Group - February 22nd**  
*Staying in the helicopter* by Roger Harrop  
Where: Brockencote Hall

**Blue Group - January 18th**  
*Social media for b2b marketing* by Graham Jones  
Where: Somerford Hall

**Gold Group - January 19th**  
*The principles of lean thinking* by Jeff Williams  
Where: Ansty Hall

**Green Group - January 25th**  
*Great answers to tough questions* by Michael Dodd  
Where: Somerford Hall

#### Midlands Sales Academy

**Next meeting - January 17th**  
*Sparkling sales in good times or bad* by Roger Harrop  
Where: Somerford Hall

## ...with testimonials from members

Two members gave testimonials for MLG at the Red Group launch event. Steve Wright of Plastic Bottles Supplies, Wolverhampton,



(Green Group) and David Jutton, of Stratford-based energy brokers Jutton Associates (Blue Group) told guests that MLG membership brought real benefits. Steve's company, which has grown from £14,000 turnover to £6 million turnover in 14 years, followed advice from a speaker at one of the meetings to achieve No. 1 in Google search rankings for his type of company. David described fellow members as 'candid friends' who brought a wealth of experience to meetings which was very beneficial. "The process of being held to account by fellow members for carrying out your plans is quite bracing", he said.

**A Merry Christmas and a Prosperous  
Red, Blue, Green and Gold  
New Year to our members!**