



ross - results oriented selling skills



**Results Oriented  
Sales Academy**

by Buki Mosaku

International consultant, highly sought-after  
speaker and corporate sales trainer

[www.rosacad.com](http://www.rosacad.com)

## ross - results oriented selling skills

Who's driving the sales cycle? And who's closing the business? Your sales team should be in control – but are they making the sales as efficiently as possible? This workshop gives your team fresh new business closing skills, practical tips on how to build trust and how to simply and easily get to contract. We shift sales professionals' techniques away from "product dumping". Instead we help them quickly identify the prospect's objectives and meet them by positioning solutions in a compelling way. We also coach your managers to drive sales momentum and provide your team members the tools to deal with the complexities of the decision making process. The objective: Close more sales The results: immediate and permanent.





## ross™ - results oriented selling skills

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### course overview

This workshop is designed to maximise your sales opportunities by improving your face to face selling skills in order to drive the sales cycle and close more business.

### who should attend?

Anyone who has responsibility for initiating fresh new business relationships -face to face-from scratch or developing existing relationships.

### objective

These workshops will focus on fresh new business generation skills and how to build trust and drive the sales relationship from scratch. Emphasis will be placed on avoiding "product dumping" and focusing on the prospect in order to elicit broad information and position solutions that make sense in view of prospect objectives. The workshop will also look at the complexities of selling to multiple decision makers.

### having attended this event you will be able to:

- Develop a highly efficient structured approach for gathering information - asking the right questions, listening skills, identifying opportunities and hidden objections.
- More effectively utilise the information gathered to properly position solutions resulting in increased sales.
- Learn to direct and control the sales process consistently toward the close.
- More clearly understand the sales process and your role in it.
- Spend less time on unproductive prospects and more time with Real Prospects.
- Learn the most effective ways to build and escalate, relationships to the all important strategic partnership status.
- Win 80% of proposals written.
- Effectively manage the probability of prospects turning into clients.
- Sell at higher margins using effective negotiation techniques.
- Position your company's value more effectively.
- Identify and position yourselves with relevant decision makers.
- Close more sales.
- Improve your communications skills and ability to establish mutual commonality.
  - with clients.
- Develop strategies and techniques designed to drive referrals from prospects and newly formed clients.



## course style

This workshop is highly interactive and participative and will provide opportunities for individuals to apply workshop methodology in role play activity and rehearse up and coming meetings in order to drive more sales and meet and exceed sales targets.

## course duration

1 day.

## number of participants:

7 - 12.

## ross<sup>TM</sup> - programme agenda

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9:30 a.m	Introduction and Welcome The Sales Process Qualifying Building Trust Interviewing: finding the 'Do' Verifying Communication styles Listening skills
1:00 p.m	Lunch  Writing winning Proposals Presenting Prospect Management Reducing Sales Cycles Selling to multiple decision makers Listening Skills Selling to Committees Identifying objections Resolving objections Pre- closing Closing Negotiation Skills Role-Play
3:15 p.m	Break  ROAR! Results Oriented Accelerated Referrals System Role-play Analysis Wrap up
5:00 p.m	Conclusion





## about your trainer – Buki Mosaku

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Buki Mosaku is the founder of Inquire Management and Results Oriented Sales Solutions a corporate development and sales training consultancy. He has trained thousands of sales people of all levels working with companies such as Royal Dutch Shell, Motorola, Arkadin, Aviva Investors, GLG Partners, Marsh, Willis, Prime, Fidelity, Gartmore, Threadneedle, Marsh, Heath Lambert, Locktons, SBJ, Alexander Forbes, AON, Goldman Sachs, JP Morgan, Morgan Stanley, HSBC, Dun & Bradstreet, Lloyds TSB, Standard Life, Fidelity International as well as mid-market and start up companies across Europe, Asia and Africa.

He is the author of Fast Track-7 Steps to Generating More Prospects, Closing More Sales and Growing Existing Business, ROAM™ - Results Oriented Appointment Making, Coaching Strategy for ROAM™ workshop, ROAR™ Results Oriented Accelerated Referral System, ROSS™ - Results Oriented Selling Skills, ROSM™-Results Oriented Sales Management, Coaching and Development for TSS™ workshop and PETS™ - Peak Efficiency Telephone Selling Skills audio programmes. He has also appeared in the Times and regularly appears as a guest on BBC radio sharing his views on sales, business development and staff motivation.



"Arkadin have utilised Buki Mosaku's unique training programme on several occasions, he has an inspirational style and a sales methodology that has an immediate impact on the sales performance and energy of the team... this in turn generates increased revenue and improved results. Leo Ripley, UK Sales Director, Arkadin



"...Mr Mosaku is an excellent trainer... the delivery was outstanding. This has meant a definite positive impact in sales performance and improves margins..."  
Nik Patel, Head of Sales - Motorola Govt & Enterprise Business Middles East & Africa



"I have worked with Buki Mosaku on several projects and each time he has provided a fresh, innovative approach with plenty of enthusiasm. He is an excellent motivational speaker and a talented coach. His series of 'results oriented' workshops and seminars provide key tools for anyone wishing to hone and improve their sales communication skills. I recommend Buki to anyone wishing to enhance the quality of their sales and customer focused operations." Nigel Brittle, Group Chief Executive, Personal Group



"Buki's training was delivered energetically and enthusiastically and was enjoyed by all participants. His approach helped provide focus and structure to the team's activities leading to the progression of a number of leads".

Nicholas Birchall Head of UK Defined Benefit Client Relations



"Just a short note to tell you that Ian...just got 5 Referral's out of a call with the xxxxx Building Society!!! -Setting the pace for the review in October".

Gary Smith, Business Development Director, Aon- Corporate Risk



Buki Mosaku is a credible trainer-he deals with real situations. Very practice...targeted focused training

Mark Browning, MD Production ITN

Deutsche Bank  
Private Wealth Management

"Buki's wealth of knowledge in selling skills is second to none. His training style is fun, clear, concise and his delivery full of energy" Bev Gardener



"...The team were really impressed and pleased... This has helped the team tackle the subject matter with more vigour and confidence. Some simple yet helpful techniques...we're positive that the results will continue."

Laurence Smith | Senior Client Manager

AON Limited | Private Clients



"Many thanks again for a great session really enjoyed it - some very helpful tips...for the Account Managers - look forward to the next sessions!!"

Myra Lyons, Senior Account Manager, Digital Look



"Feedback was excellent...was very impressed"

Keith Tracy - Chairman Global Professional Services Practise Group, Finex



a Morningstar company

I thought I would drop you a short note to say thank you for a most enjoyable course last week. I have been on many training courses over the years but I have to say yours was quite inspiring. Charlotte Phillips, Senior Account Director Hemscott IR

## MARSH



"Just wanted to say thank you for the training that you undertook for my team last week - feedback has been really good from the team ..." Tracy Ashton, Head of Client Services, Commercial



I have used Buki Mosaku a number of times over the last few years; both for one-on-one coaching and for group training sessions. On each occasion I have found him to be highly effective and to have met and exceeded the objectives we agreed with him...

I am happy to say that Buki has not only significantly improved the results I have achieved whilst working with him, but helped me (and my team) develop skills that can be used time and again, in all walks of life, to achieve the results that we want.

Matt Surfleet Head of Account Management



We have used Buki and Inquire Management many times over the past few years. Buki's energy and delivery style makes his training so effective. His enthusiasm and belief in the knowledge he imparts has an amazing impact on those he trains. His preparation prior to training sessions is second to none and execution slick, fun and powerful.

Karen Barnett, Human Resources Manager – Old Mutual Asset Managers (UK) Ltd



We have used Buki and Inquire Management many times over the past few years. "We took a lot away from the workshop, gave us more structure and have been implementing the strategies and techniques with great success since".

Rob Coish, New Business, Sales Manager, JGBM

## ELSEVIER

"Wanted to drop you a quick note now we have had time to fully reflect on the training you delivered at our recent sales conference in Tenerife. The overall feedback was that your workshops were the highlight of the conference for the majority of attendees. Your delivery was full of enthusiasm and dynamic that ensured the delegates were fully engaged.

The important messages we wanted to achieve around consultative selling have certainly been taken on board by the delegates from what I have experienced since the conference. I have particularly noted the feedback and behavioral changes from our International reps from Asia and middle east/ Africa who were a little skeptical prior to the conference, but have since been singing the praises of your workshops and unique delivery style.



We will be engaging with you again in the near future to continue the development of our UK and international sales teams “.  
Thank you again for your efforts .

Phil Smithers

Sales Director HS UK