



YOUR
Sales Solutions™

moving your business forward



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YOUR Sales Solutions™

Your Sales Solutions is an innovative company that provides the complete solution to your sales, marketing and training needs.

Our proven range of products and services are already making a huge impact with over 200 leisure centres and 100 private clubs across the UK.

With over 15 years industry experience and success in both Private and Public sectors our team have a passion for developing systems, driving behaviour change in your staff and increasing income.

Whether it is to generate high levels of quality prospects, empowering your staff to deal with enquiries, developing your sales systems or ensuring high levels of conversion, we have the expertise and products to make a difference.

Range of products available:

- Sales training workshops and sessions
- Sales auditing
- Sales systems – general or bespoke
- Sales support packages
- Sales collateral
- Pre-sales support
- Impact sales support
- Mystery shopping
- Customer service training
- Off the shelf lead generation tools
- Off the shelf membership promotions
- Membership administration advice and training
- Business development support
- Cultural change modules

How we make a difference to your business?

At YOUR SALES SOLUTIONS we only offer products and services that will add huge VALUE to your business. We have developed a staged approach to developing your sales processes, systems and techniques that are unique to YOUR SALES SOLUTIONS.

The key to sales success is to have a clear, defined and proven sales process for dealing with enquiries and driving high volume sales appointments.

We believe that in any Health Club or Leisure Centre environment every member of staff should be competent to deal with telephone and walk-in enquiries and then in turn sell a membership. Our **Foundation** Level provides the system, training and supporting tools to ensure this.

For those that have or want a more dedicated and driven sales team we have the **Intermediate** and Complete sales levels.

The **Intermediate** level provides sales processes, techniques and lead generations tools for part and full time dedicated sales hours.

The **Complete** level provides you with the ultimate health and fitness sales system and offers training modules that ensure your sales team are among the best in the industry.

*"Keith has made a **huge** impact and difference to our company and in particular our sales team. His wealth of knowledge is vast and he is not only a pleasure to work with but extremely professional. I strongly recommend Keith Small to everyone interested in improving their sales figures and generating more income to their business."* **Darren Burley - Health and Fitness Manager, Oldham Community Leisure**

Foundation Level

- Training and processes for sites that have no dedicated sales resources.
- Empower all staff to deal with telephone and walk-in enquiries confidently and effectively.
- 2 day sales training course plus supporting sales modules.

Intermediate Level

- Additional tools and systems to manage leads effectively.
- Lead generations tools used by part-time dedicated sales hours.
- Sales training modules for sales resources and reception team.

Complete Level

- The complete health and fitness sales systems for clubs/centre with full time dedicated sales resources.
- Totally self-sufficient in terms of lead generation.
- Mentoring programme with supporting sales training modules for all staff.

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Sales Training Courses and Workshops:

We have a full range of training courses and workshops that will make a direct and positive impact on your staff and your business.

We have a passion for delivering fun and vibrant training that will initiate change in all attendees:

Courses:

- Touring and Closing Workshop
- Duty Manager Sales Session
- Foundations Sales Course
- Intermediate Sales Course
- Complete Sales Course
- Reception Team Training
- Sales Management Training
- Lead Generation Workshop
- Outgoing Call Training
- Corporate Sales Training
- Customer Service Training
- Selling Personal Training

"After attending several of Keith's 1 day seminars I found the topics relevant, full of useful information and both myself and my staff thoroughly enjoyed each day. I would recommend Keith and the services of Your Sales Solutions without hesitation." **Gordon Hall**
- MD - Competition Line UK

Sales Support Packages

Sales Support Packages

As well as our training courses we also provide clients with full sales support for a set period of time. We can provide your club/centre with the support you need to drive your business forward.

This support comes in the shape of site visits where we can:

- 1) Deliver ongoing training, coaching and mentoring programmes
- 2) Help sites produce their weekly and monthly sales planner
- 3) Review activity and set action plan
- 4) Work with reception on improving service and dealing with enquiries
- 5) Review and develop sales systems
- 6) Increase lead generation
- 7) Target corporate memberships
- 8) Performance manage sales resources
- 9) Install our 'Complete' sales system
- 10) Support pre-sale campaign

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Sales Collateral: 'Tools for the Task in Hand'

To support any successful sales process you need to have top quality, professional collateral and tools that your staff will use. Some of these tools are customer facing and some work in the background to help your on site team. We have developed a family of sales collateral that can be tailored for your site(s):

- Welcome questionnaires and enquiry forms
- Personal needs analysis and exercise history forms
- Telephone enquiry forms
- Appointment diaries
- 1-31 card index boxes or HOT BOXES
- New member welcome packs
- Appointment cards
- Prospect tracking cards
- 1 and 7 day trial passes
- Letter templates
- Point of sale referral tools
- Corporate packs
- Application forms
- Sales logging sheets





Keith Small
National Sales Support

With over 15 years experience in the leisure industry, Keith has enjoyed his fair share of success. From single to multi site management, Keith brings with him an enviable knowledge in every aspect of the sales process.

From lead generation and marketing strategy, the tour and telephone process, to managing successful teams, Keith has a wealth of expertise, insight and experience.

Most recently, Keith has come from Virgin Active as their sales training guru. His energy and enthusiasm coupled with his knowledge has been proven not only infectious, but truly inspiring.

For more information or to find out how we can help your business visit us at

www.yoursalesuk.com

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Your Sales Solutions is an organisation within the Your Management Solutions Group. For more information on other products and services provided by Your Management Solutions please visit www.ymsl.co.uk or call 07789810584.

*"The Foundation training system was a great course and provided the teams with excellent tips & hints about how to 'sell' at their site. This will prove invaluable to the creation and implementation of the marketing & sales plan for the council's facilities. Thank you." **Melissa Wright Marketing Manager - East Lindsey District Council***