



# ***PROGRAM PROSPECTUS***





## *INTRODUCTION*

The foundation of the **JF Sales Academy** is a multi-level sales development program based on JFC's successful Vanguard Suite, a unique four-stage sales competence program, which effectively progresses professional salesmen and women from "foundation" level all the way through to "collaborative status."

It has been designed to make the absorption of essential skills, attitudes and the adoption of sales process achievable via a timetable which delivers modules in small digestible and easily absorbed chunks.

The program is presented in one of four ways:

- Online and pre-recorded, so that delegates can work at their own pace, either individually or in a formal team environment.
- Online live, and available on a number of dates each year.
- In-house, and delivered by a JF Global Partner

Each section consists of ten modules (including the Program Review and Final Assessment) and again, delegates can decide when it is appropriate for them to progress to the next "Level"

Let's take a look at what is involved .....





## ***CONTENTS***

<b>i</b>	Program Content	<b>4</b>
<b>ii</b>	Your Options	<b>8</b>
<b>iii</b>	Your Investment	<b>11</b>
<b>iv</b>	FAQs	<b>12</b>
<b>v</b>	Summary	<b>15</b>
<b>vi</b>	Jonathan Farrington - Profile	<b>17</b>





## ***PROGRAM CONTENT*** ***FOUNDATION PROGRAM***

- 1** **MODULE ONE:** Professional Selling – An Overview.
- 2** **MODULE TWO:** Planning To Win – Personal Management & Time.
- 3** **MODULE THREE:** Business Development – Target Marketing & Account Development.
- 4** **MODULE FOUR:** Communication – Verbal, Non-Verbal & Written.
- 5** **MODULE FIVE:** The Customer Imperative – Customer Focus.
- 6** **MODULE SIX:** Sales Psychology – An Introduction.
- 7** **MODULE SEVEN:** Money Matters – The Fundamentals of Negotiation.
- 8** **MODULE EIGHT:** Qualification & Opportunity Assessment – An Introduction.
- 9** **MODULE NINE:** Social Media & Sales 2.0 – The Modern Approach.
- 10** **MODULE TEN:** Full Program Review & Online Assessment.  
*A complete revision of all nine modules.*





## ***PROGRAM CONTENT*** ***ADVANCED PROGRAM***

- 1** **MODULE ONE:** Introduction & Objectives Advanced Selling – An Overview.
- 2** **MODULE TWO:** Advanced Business Development.
- 3** **MODULE THREE:** The Exploratory Meeting – The Component Parts.
- 4** **MODULE FOUR:** Qualification – Rigorous Objective Analysis.
- 5** **MODULE FIVE:** The Professional Proposal – How to Construct A Winning Bid.
- 6** **MODULE SIX:** Advanced Presentation Techniques – For Presenting Proposals.
- 7** **MODULE SEVEN:** Negotiating To “Win-Win” Every time – Advanced Negotiation & Closing Skills
- 8** **MODULE EIGHT:** Account Management – Developing the Opportunity.
- 9** **MODULE NINE:** Referral Selling – No More Cold Calling?
- 10** **MODULE TEN:** Full Program Review & Online Assessment  
*A complete revision of all nine modules.*





## ***PROGRAM CONTENT*** ***COLLABORATIVE PROGRAM***

- 1** **MODULE ONE:** Introduction & Objectives. Collaborative Selling Versus Traditional Selling – An Overview.
- 2** **MODULE TWO:** The Four Stages of a Collaborative Sales Cycle.
- 3** **MODULE THREE:** The Sales Platform & Sales Funnel Concepts.
- 4** **MODULE FOUR:** The Seven Habits of Highly Successful People.
- 5** **MODULE FIVE:** Selling With NLP – Advanced Communication Techniques.
- 6** **MODULE SIX:** Key Account Management & Development.
- 7** **MODULE SEVEN:** Uncovering the Political Element.
- 8** **MODULE EIGHT:** Networking to Success.
- 9** **MODULE NINE:** My New Direction. Creating a personal strategy for success.
- 10** **MODULE TEN:** Full Program Review & Online Assessment.  
*A complete revision of all nine modules*





## ***PROGRAM CONTENT***

### ***SALES LEADERSHIP PROGRAM***

- 1** **MODULE ONE:** Sales Management – An Overview.
- 2** **MODULE TWO:** Sales Management – What’s Involved?
- 3** **MODULE THREE:** Organising The Sales Force – Developing the sales team and the individual.
- 4** **MODULE FOUR:** Creating A Climate For Maximum Sales Performance – The Tools, The Process, The Results.
- 5** **MODULE FIVE:** Motivation & Attitude – Motivating the team.
- 6** **MODULE SIX:** Controlling The Sales Operation – Setting sales objectives.
- 7** **MODULE SEVEN:** Developing A Personalised Management Style,
- 8** **MODULE EIGHT:** Recruitment & Selection – The recruitment process.
- 9** **MODULE NINE:** Plan of Implementation. The change process.
- 10** **MODULE TEN:** Full Program Review & Online Assessment.





## ***YOUR OPTIONS***

**Option One** offers maximum convenience, and maximum return on investment: No expensive hotel charges; no travelling; minimum time away from the frontline – just ninety minutes every week; no information overload – too many ideas crammed into a too few sessions; ample opportunity for revision.

Each section (level) consists of ten modules (including the Program Review and Final Assessment) and management can decide when it is appropriate for each delegate to progress to the next level.

### **How Does It Work?**

When we launch in September, we will present one ninety-minute session each week for ten weeks. Forty-eight hours prior to each session, delegates will receive an agenda, plus links so that they can participate in the online assessments, which will be a key feature. Immediately after every session, they will also receive a comprehensive delegate pack, containing a full set of notes that can be used for revision.

### **Which Platform Will We Be Using?**

We have worked very successfully with GoToWebinars for almost two years, and we plan to continue using that platform. So along with the session agendas, and the interactive assessment links, that will go out forty eight hours prior to each session, we will also send delegates their GTW log-in details.

**Delegates, who are unable to attend a session for whatever reason, will receive a full recording, within twenty four hours.**

We will be open for bookings on August 2nd 2010, but to receive regular updates and details of “Early Bird” discounts, please register [HERE](#)





**Option Two** offers organizations of all sizes the opportunity to bring their entire sales teams together for live in-house workshops.

Each program (level) can be delivered over two days, culminating in an online assessment.

Most of our existing clients have chosen this option, because it allows them to progress their teams from Foundation Level, all the way up to Collaborative Level (where appropriate) over a period of time – typically twelve months.

The workshops are highly interactive, and involve live scenarios, group break-out sessions, and video role-plays, in order to ensure maximum delegate participation, and learning. All delegates receive a comprehensive delegate pack, as well as an audio recording, which they can listen to anytime they wish, and it serves as a valuable reminder of all the topics and new ideas discussed over the two days.

**Option Two** launches on May 25th 2010

To discuss your specific requirements, please email Jonathan Farrington direct – [jf@jfcorporation.com](mailto:jf@jfcorporation.com)

**Option Three:** Imagine having a sales team development program designed and tailored to match your precise requirements.

To fit your industry; your market sector; your product and service offerings; your sales team's needs; your timescales and your budget.





Imagine only having to make a one-time investment and then never having to pay for sales training ever again – no more course fees; no more travel costs; no more hotel bills.

Think about a totally personalized package including all training materials styled with your own branding – your complete program.

The program can be as complex or as simple as you wish it to be.

**It can include:**

- Sales team profiling
- Foundation level sales training
- Advanced sales skills training
- Consultative level training
- Process implementation
- Sales leadership training and development
- "Train the Trainer" development ... and more

If you are serious about taking your sales team to the highest possible level in terms of professionalism and achievement, please talk to us and let us share with you the considerable benefits and advantages of this incredible opportunity. You can reach Jonathan Farrington on [jf@jfcorporation.com](mailto:jf@jfcorporation.com)

**Option Three** also launches on May 25th 2010.





## ***YOUR INVESTMENT***

**Option One:** (Launches September 2010)

- **Foundation Program –** \$695
- **Advanced Program –** \$795
- **Collaborative Program –** \$895
- **Sales Leadership Program –** \$995

Each Program consists of ten, ninety minute sessions – that's fifteen hours of live coaching – and your investment also includes all course notes and interactive exercises.

**NB:** Please also look out for “Early Bird” discounts of up to 25% when the registration desk opens on August 2nd 2010

**Option Two:** (Launches May 25th 2010)

Our fee levels for Option Two are totally dependent on your geographic location and delegate numbers.

Each Program, is typically delivered over two consecutive days.

To discuss your specific requirements, please email Jonathan Farrington direct – [jf@jfcorporation.com](mailto:jf@jfcorporation.com)

**Option Three:** (also launches on May 25th 2010)

As we mentioned in the previous section, Option Three can be as complex or as simple as you wish it to be, and we usually deliver an entire Academy over a twelve month period.

Again, to discuss your specific requirements, please email Jonathan Farrington direct – [jf@jfcorporation.com](mailto:jf@jfcorporation.com)





## **FAQ**

**Q: How soon can I book my place?**

**A:** Registration for all four online levels opens on Monday August 2nd

**Q: Where do I go to register?**

**A:** We will publish full details on Monday August 3rd – but if you wish to receive updates, please register [HERE](#)

**Q: How do I pay?**

**A:** With a credit card via PayPal

**Q: Do I need a PayPal account?**

**A:** No, it is not necessary for you to have a PayPal account

**Q: If I do have a PayPal account, can I simply transfer funds to you?**

**A:** Yes you can, our account is – jf@jonathanfarrington.com

**Q: How long does the “Early Bird” discount offer run for?**

**A:** You can obtain a 25% discount until 12 noon Eastern on Tuesday August 17th. Then the discount level will drop to 10% until Tuesday August 31st.

**Q: Can I just pay for and attend individual sessions?**

**A:** Unfortunately not. Each Program has been designed to deliver a “total” package.

**Q: If for any reason I have to miss a session, will I lose out?**

**A:** Absolutely not. Just let us know, and we will send you a recording.

**Q: Will everyone receive a recording after every session?**

**A:** No, but every delegate will receive a comprehensive pack, containing all of the session notes.

**Q: Is it possible to join a Program part way through?**

**A:** Definitely. We will provide recordings of the missed sessions.





**Q: I have already decided that I want to attend all three sales programs, can I get extra discount?**

**A:** You certainly can! Please discuss this directly with Jonathan – [jf@jfcorporation.com](mailto:jf@jfcorporation.com)

**Q: I have been selling for more than ten years, so do I need to begin with the Foundation Program?**

**A:** *It is not compulsory, but our advice is start there, and work through each of the three levels, over the twelve month period.*

**Q: Will there be an opportunity to ask questions during the sessions?**

**A:** *Yes, of course. All of the sessions will be highly interactive, and all delegates will be encouraged to participate fully?*

**Q: What happens if I wish to take the assessment at the end of a Program, and I fail?**

**A:** *You will have one further opportunity to re-take, four weeks later, and we will send you your own recording of the tenth session, which is a full Program review.*

**Q: If I take the assessment and only achieve a Pass, can I re-take in order to achieve either a Merit or Distinction?**

**A:** *Yes, everyone has one opportunity to re-take.*

**Q: What do I get for passing the assessment?**

**A:** *You will receive a framed certificate, signed by Jonathan Farrington.*

**Q: You say that online sales team development is the way forward in the future, why is it?**

**A:** *Mainly because it is the most economical way to coach frontline sales professionals – no expensive hotel costs; no travelling; no unnecessary time away from the office; no information overload.*





**Q: Is the Academy open to anyone?**

**A:** Yes, it is.

**Q: What platform will you be using for the sessions?**

**A:** We have used GoToWebinars for more than a year, and we plan to use that platform for this project too.

**Q: Once I have registered, what happens next?**

**A:** You will receive confirmation and a welcome note from us. Then your joining instructions will be sent to you from GTW.

**Q: I have a question which is not listed here, what should I do?**

**A:** Please send any additional questions to the Academy coordinator, Jacqueline Male, who is the Commercial Director at The JF Corporation – [Jacqueline.male@jfcorporation.com](mailto:Jacqueline.male@jfcorporation.com)





## *SUMMARY*

Today's 'traditional' salesperson is just as effective as the high performer at explaining features and benefits, relating a service or product to the customer's need and closing a sale. But above this plateau of competence, the very best performers are busy defining the basic skills of tomorrow.

In skills development the key words are **continuous improvement**, and in today's selling environment there is less time to bed-in, as organisations need to see a swift return on their investment. As a consequence, development organisations need to review their own methods of delivery and the range of solutions they are able to offer.

Recent exhaustive surveys suggest that only 5% of professional salespeople reach and remain at the highest level, which we call **Level 3**. A further 15% attain Level 2 status, but the majority – i.e. a massive 80% - remain at **Level 1** in terms of potential achievement. What exactly does that mean?

**Level One** salespeople sell products and depend on having the right technical solution for the customer's specification.

**Level Two** salespeople sell solutions, which changes the salesperson's image from 'sales rep' to 'business consultant' and positions him/her as a strategic resource.

Sadly, that is as far as 95% of the sales population ever progress because they do not have the necessary skills to break through that invisible glass ceiling into the **Third Dimension**.





**Level Three** salespeople are able to first identify and then capitalise upon the political component of the buying process. They develop and sustain strong commercial relationships at all levels within their accounts and these relationships endure because they are based on mutual respect and trust. Their clients feel secure, so secure that they would be fearful of changing supplier. **Level Three** salespeople rarely, if ever, lose an order that they really want because they are always in control. They have identified that in marketplaces where product uniqueness and technical expertise are no longer enough, it is they, themselves, that make the difference – their superior skills.

It would be easy to suggest that everyone has a limit to what they personally can achieve, and certainly intellectual 'band-width', ambition, drive and desire all play a part. But we believe that, in most cases, success limitation is self-created and stems from a number of internal inhibitors, for example:

**Commercial Acumen:** Collaborative sales professionals have high levels of 'strategic awareness' and they can communicate with board-level players - the economic buyers - using common language and terminology. Level 2 performers, unable to demonstrate credibility when discussing financial, commercial and political issues, are usually left behind.

**Competitive Courage:** In order to achieve consistent levels of success in today's environment, it is necessary to be able to pro-actively target competitors and their client base. Any individual, who lacks the guts for a fight and is not comfortable with competitive selling, will severely restrict their potential.

**Jonathan Farrington**





## **JONATHAN FARRINGTON PROFILE**



**Jonathan Farrington** is a globally recognised business coach, mentor, author, consultant, and sales strategist, who has guided hundreds of companies and thousands of individuals around the world towards optimum performance levels. Formerly, Jonathan was the Managing Partner of The *jfa* Group which he established in 1994.

Prior to that, he earned his spurs in some of the most demanding and competitive market sectors i.e. IT, Telecommunications and Finance: Outstanding achievement at an early stage in his career provided a 'fast-track' passage to several board level appointments working with a number of the largest and most successful international corporations including IBM, Wang, Legal and General, Andersen Consulting, Litton Industries, and The Bank of Tokyo.

Early in 2007, Jonathan formed Top Sales Associates (TSA) to promote the very best sales-related solutions and products. TSA is now a subsidiary of [The jf Corporation](#), based in London and Paris where Jonathan is the Chairman.

[The JF Consultancy](#) launched early in 2008 and Jonathan's highly popular daily blog for dedicated business professionals, which attracts thousand of visitors every day, can be found at [www.thejfblogit.co.uk](http://www.thejfblogit.co.uk).

Jonathan is also the "Captain" of the [Top Sales Experts](#) team, a select group of sales gurus drawn from all over the world, who liaise and combine their expertise on numerous projects every year.

In 2010, Jonathan will be launching the Sales Leadership Zone and Top Sales World, the internet's first "sales hypermarket" - details to follow. Jonathan's first book *Tougher At The Top* -- the first of a trilogy -- is due to be published in 2011.





Communications House  
26 York Street London W1U 6PZ Tel: +00 44 (0) 845 026 4752  
[www.jonathanfarrington.com](http://www.jonathanfarrington.com)

Copyright © 2010 Jonathan Farrington.