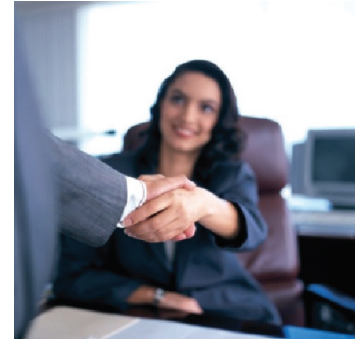


### What is the Mdina sales methodology?

The Mdina sales methodology helps to develop your sales team in a consultative approach to selling which allows them to offer detailed solutions that best meet your client’s needs . This ensures that the client receives more value than the investment in your product or service.



### How does it work?

People will always buy from people so the team develops a framework whilst retaining their individual approach and personalities with clients.

The bespoke sales development programmes are contextualised to your organisation, using your language and tackling real issues that face the team in their daily lives.

The programmes are typically delivered across a number of days which are separated by 3-4 weeks which allows the team to implement and feedback on their specific action plans during the programme. The programmes are fun as this enhances the learning experience and are grounded in reality, delivering immediate results.

### Sales Management

An important element that affects the success of the sales development programme is the involvement of the sales management, so we will work with your managers to ensure that they continually refresh and review the learning points developed by each sales person.

This protects the investment in the development of your personnel for the long term.

### Services

- A complete range of sales programmes
- Key Account Management
- Senior Management selling
- Complex selling
- Negotiation techniques
- Territory planning
- Client segmentation
- Sales structural design
- Sales management programmes

**If you would like to understand more details on how to drive your sales team to deliver even better results, then please contact us on: 01242 236677 | [www.buffin.com](http://www.buffin.com)**