

# TRUE CONNECTIONS

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MAVERICK COMMUNICATION  
&  
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A NEW COLOUR



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# True Connections

**Bring your voice to life, unlock your people potential & ignite your sales.**

**For managers of teams, both sales and operations, new starters, leadership and high potentials training, customer facing roles in person and on the telephone.**

## True Connection - Bridging the gap.

“You have to tell a story before you can sell a story.” – Beth Comstock

“Sales is an outcome, not a goal. It’s a function of doing numerous things right, starting from the moment you target a potential prospect until you finalize the deal.” – Jill Konrath

“To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.” - Tony Robbins

“Communication - the human connection - is the key to personal and career success.” - Paul J. Meyer

## Outcomes and objectives

- Confidence and clarity with your messages.
- How to pick up the phone and speak with purpose
- Pipeline and system for client acquisition
- How to understand the customer’s perspective and awareness of the buy-in cycle
- Why tone of voice and non verbal body language affect your bottom line.

## Why sales is a system and speaking is a skill.

57% of senior leaders said soft skills were more important than hard skills according to LinkedIn Learning, who conducted research into 4000 professionals globally. They recommended that creativity, persuasion, collaboration, adaptability and time management were key areas of focus.

68% of employees prefer to learn at work, 58% prefer to learn at their own pace and 49% prefer to learn at the point of need. Therefore the number 1 challenge for directors, managers and leaders is to get employees to make time for learning.

What that means in reality is that it is more than likely that current training has been either non-existent or not seen as relevant or transformational. In other words it’s nice info but not culture creating or long-lasting - and truthfully a costly mistake for the company. It’s no wonder that training in the soft skills and systems related to sales and communication skills are sometimes viewed with cynicism or not worth investing in.

But.... 94% of employees did say they would stay at a company longer if it invested in their career.

## The big Why - How soft skills affect your bottom line

When it comes to sales and presentation training much time and money is wasted if sales managers, directors or their employees do not understand the motivation of their customer or are not able to connect and influence in more authentic ways when they or employees are presenting their business opportunities.

In 2013, Google decided to test its hiring hypothesis by analysing 15 years' worth of hiring, firing, and promotion data.

The surprising discovery that hard skills come in last among the top seven qualities of Google's top employees.

The top 7 characteristics of a successful Google employee were decided to be:

1. Being a good coach
2. Communicating and listening well
3. Possessing insights into others (including others different values and points of view)
4. Having empathy toward and being supportive of one's colleagues
5. Being a good critical thinker and problem solver
6. Being able to make connections across complex ideas
7. STEM expertise

If nearly all of the top characteristics of success at Google are soft skills, then there is a strong argument for investment in those skills being not just a *sound* investment, but a *vital* one.

In order to combine the best of both worlds we have created a unique training that covers all aspects of the sales process alongside the ability to connect and communicate with your potential clients and importantly understand how to bridge the gap between best practice and true connection.

## Below is a summary of the training schedule:

### Session 1:

All sessions are interactive. The theory behind true connection will be delivered in the first session with breakout groups and exercises.

## “True Wins” - The future of sales training.

- Demystifying the sales process
- Identifying potential clients
- The big “why” - the client’s motivation, not yours.
- The sales ladder - understanding outcomes.
- True wins vs closing tactics
- Your sales personality style.

## “True Connections” - The future of influence and persuasion.

- Why your speaking ability is a vital ability.
- Calibration and connection - active listening skills
- Personal impact and the 3 circles of influencing.
- Speaking their language - making the words work.
- The unseen and the seen - 93% of your communication is non-verbal.
- From telephone to tenders - the vocal tone tells the truth.

## Session 2:

The second session will build on the theory by working with targeted individuals in a hot seat masterclass, where in the moment transformation of voice, presenting and delivery will be explored.

The group will then continue with more interactive role play and group exercises to ensure that participants experience a transformation in their skills, confidence and ability to make the training work in the real world.

- Writing your sales message - creating your perfect pitch
- Delivering your message - (hot-seat) interactive presentation training
- Motivation styles
- Me, myself and I - authenticity and confidence.
- How to read the mind of the client.
- Q&A - session

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## The investment:

- 6-10 people - for senior leaders, management level and above : **From £3500**
- Larger groups up to 30 same price, but some adaptations due to size and need.
- **Terms:** 50% upfront and 50% within 14 days of completing the training
- **Full pay discount:** Discount for payment in full.

## Who we are:

### **Angela Durrant: Maverick Communication UK - Communication skills & vocal consultancy for companies, staff, individuals and speakers.**

Maverick Communication UK builds on the wealth of experience that I have had as a voice coach over the last 10 years and the years before that of stagecraft and sales training and results.

From the first email I received asking if I could help with presentation skills for an impending talk through to training senior leaders and high potentials at the Ministry of Defence, true connection has been at the heart of this work. The ability to not only stand in front of an audience or lead a meeting, but to do so with gravitas, poise and real influence.

Real & authentic results for those who are intentional about their development and want to be the person other people listen to. The background of those results comes from over 2 decades of stagecraft, performance, sales, speaking and private practice 1:1 work.

My uncle was the famous film and stage entertainer George Formby and knowing how to engage audiences is in my blood. My clients have ranged from senior leaders in the Ministry of Defence, property developers, professional public speakers, professional musicians, singers and actors and hungry business owners who want to stand out from the crowd and want to up level their performance on any stage and on video.

That is why I started Maverick Communication UK, because I want to help you connect and communicate in the way you know deep down you can.

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### **Deborah Burdett: A New Colour Business consultancy and sales training**

With over 20 years experience in corporate travel sales, Deborah took the plunge and started her own sales strategy and training business in 2005.

In order to manage the sales in any organisation it is important to have a process and a structure. Deborah understands this fully and shows salespeople (and people who don't consider themselves as sales people) how following a structure makes their life much sim-

pler, makes their results much more predictable and helps to clearly identify where the individual's strengths (and weaknesses) lay.

It has been commented that Deborah takes the mystique out of sales and inspires her delegates to succeed.

Since forming her business Deborah has invested heavily in her own education, studying personality types, communication styles and 21st century sales techniques. Even the most reluctant person can learn how to sell, if they just understand how to communicate better.

Outside of work Deborah enjoys travelling, working on her 130 year old house and getting creative (most likely to say "I can make that").

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### **Client testimonials: - Angela Durrant**

*"Your work is unique and should be a requirement in the world of leadership training at the start of a leaders journey as well as for the senior leader because many get to a good level but haven't twigged on why they got there. Others focus on the wrong thing even though they have the obvious talent for more." [Debbie Boon Leadership Learning Delivery Team - Ministry of Defence.]*

### **Client testimonials: Deborah Burdett**

*Deborah is an excellent, personable, results-driven trainer. People who attended the courses she delivered came away with fresh new perspectives and were able to contribute more effectively in their work areas. The training is great for the individual's personal development as well as improving business performance. [Neil Lloyd, Zokit]*

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