



“The Power of Persuasion”

A thought provoking conference to equip the sales team with innovative selling techniques

A two-day sales conference produced by Mirage for a global pharmaceutical company

A multi-national pharmaceutical company wanted to change the way they communicated with their UK sales team. Instead of a one-way flow of product information they needed to empower the team by equipping them with the skills, confidence and motivation to win new business and build on existing contacts.

“The conference had to be more than a simple training day. We needed to incorporate teambuild, corporate messages and energise and empower the delegates,” said Christian Marryat, MD of Mirage. *“The majority of off-the-shelf sales training packages concentrate on “foot-in-the-door” and “how to close a sale” techniques. These were not suitable as selling to professional doctors is a subtle process, which has to be handled carefully and ethically. The answer was to design a totally bespoke conference which left the delegates feeling that they had personally gained from the experience and knowing that their skills were valued.”*

“The Power of Persuasion”

Mirage suggested a theme, “The Power of Persuasion,” to provide a framework for the two-day conference and dovetail with an existing initiative.

The event was divided into four modules whose titles re-enforced the existing initiative’s teachings.

The Power of Persuasion

This set the scene and was launched by Jez Rose, one of the world’s leading mind readers and psychological consultants. Jez was on hand throughout the day to provide a focal point using entertaining and dynamic exercises to illustrate what the mind is capable of and bring the ideas to life.

Principles of Persuasion

Here the delegates discussed personal challenges and what it would mean to overcome these. Working as teams the delegates explored how a new approach could affect their daily lives and be used to achieve their goals.

The Art of Persuasion

The following day teambuild activities were used to provide a fun environment where delegates could put their new found skills into action and experience the results.

The Value of Persuasion

The last module covered the journey they had undertaken and the position they had reached. They concluded that they had learnt life skills that knew no bounds and which would help them succeed personally and professionally.

Conclusion

Tangible results were soon apparent with the sales team revitalised and equipped to gain new business and overcome daily challenges.

“The conference was a huge success and the feedback evaluation has shown the highest score for ‘overall satisfaction’ in recent years,” said the client. “I believe that one of the contributory factors to this was the production company we used - Mirage. We were all so impressed with their input into our meeting. They provided great creativity and a wealth of new ideas based on our brief. Their enthusiasm and desire to exceed expectations was refreshing and equally importantly - they delivered the brief on budget! I have worked with a number of production companies over the years but rarely have I been so impressed by a company’s professionalism and compelling propositions.”

Where communication objectives met? Some comments from the delegates:

“The meeting has made me do a lot of things differently and is ultimately going to have an impact on my sales.”

“Very enjoyable doing life skills instead of sales practice.”

“Great meeting, which stands out due to the different approach.”

“Excellent blend of interaction and upfront.”

“Excellent, really enjoyed and learnt plenty that I will use at work tomorrow.”

“Great to do something different.”

“The whole conference was very well planned and hugely beneficial.”

“A fantastic conference, refreshing and focused on us people.”

“The best conference I have been on, more relaxed and interactive; the evening do was fantastic.”

“I have never felt so motivated to sell as I have done after this meeting!”

“It was fantastic!”

“Excellent. The atmosphere of the conference was inclusive and conducive.”

“Exactly what we needed to build and re-energise our confidence and motivation levels.”

“Can we have more conferences like this?”

“Excellently organised and truly motivational. “

“Really refreshing approach, and made me feel more valued as time was spent improving my selling skills.”

“Very well organised, extremely relevant.”

Mirage Services

Mirage produced the entire conference providing creative input, technical, staging, speaker support, lighting and AV. They also produced a fun gala dinner. Feedback and measurement were built into the event to ensure pre-determined objectives were met.

To learn more about how your events could have greater impact, relevance and creativity call us on +44 (0) 1883 740400, email diane@mirageemail.com or visit our website at www.miragewebsite.com or visit our party planners site: www.mirageparties.co.uk.



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