



STEPHEN MCCOMB

SALES TRAINING

Introduction

In a world of sales disruption organisations either adapt to change or are left behind. For over 20 years, Stephen McComb has successfully secured strategic accounts across the globe. With real-world sales techniques, he can help train your sales team to find, qualify, win, retain, grow and achieve referrals from clients.



WE TRAIN SALESPEOPLE TO BE THEIR BEST

Content

About Us

Leadership Programmes

Management Courses

Sales Training Courses

We help our clients by providing street smart sales training which starts with having everyone remember they are in the customer service business firstly, their industry is secondary.



There is not 100 ways to sell your offering

ABOUT

Stephen McComb Sales Training is a new sales training company headquartered in County Armagh Northern Ireland but with global ambitions to help organisations across the world sell more.

After 25 years of international sales, we are on a path of discovery and want to help you sell more. Whether you are in Business to Business (B2B), Business to Consumer (B2C) or Business to Government (B2G) we have been there and opened six-figure accounts on every Continent.

Today we are all about sharing our techniques, systems and processes and we want you and your sales team to be part of the experience. We promote what works in the real world and by using our hard-earned experience, we blend it with the theory to give each person a solid understanding of what it takes to succeed. We understand your pressures to deliver sales on a weekly, monthly and quarterly target which is why in every sales training course we help you to strip back the non-selling activities and focus on the high payoff activities to convert leads to customers. Whether you are a start-up with high growth potential, a local company selling in the local market or a company with ambitions to expand we can help you grow. And if your one of those companies who are happy at your current level of sales, we understand that, but our simple question is what happens the day that your key account folds or moves to a new supplier?

Selling is all about systems and processes



When it comes to company growth, business leaders that place Vision, Culture and Key People at the heart of their business are continually achieving a higher acquisition and mergers value than those that don't.

QUALITY



We guarantee to deliver £1m in sales ideas to your business or your money back.

INTEGRITY



Honesty is the foundation of selling and it is at the heart of our courses

PLANNING



Its not about goals but rather planning for continued success

SMART WORK



Learn to leverage in every day events to sell more effectively

There is no such thing as a born salesperson or someone with a magical gift that can convert a prospect to a customer with merely words or pressurised selling. Buyers no longer rely on the sales representative to make an informed purchase, they have the power of the internet to compare specifications, prices and delivery instantly.

With study after study showing that a buyer is willing to move suppliers if they perceive the customer experience to not meet their expectation which is why we teach there needs to be a better way to sell.



I have been in international sales for most of my career, but I have embarked on a new journey to help both people and companies develop a sales process and ultimately sell more smartly.

I am firstly an outright salesperson, but what makes me different is I am also a systems and processes guy. I spent the first 7 years of my career in manufacturing which has given me the tools to place metrics and systems onto the sales process something which I feel is lacking in the sales department. Let me help train you to find, win, keep and grow an account...and of course when the time is right to ask for a referral.

Following the disappearance of Malaysia Airlines MH 370 from Kuala Lumpur to Beijing in March 2014 I was called upon to provide urgent safety equipment to aid the Malaysian Navy in the search for the plane.

Regarded as one of the most opulent hotels in the world and instantly recognisable with its iconic sail shape the Burj Al Arab by Jumeirah in Dubai United Arab Emirates is defined as a seven-star hotel. I have been graced by having a long association with the hotel having sold numerous products to them.

When the recession hit in 2008 it impacted the world with few markets coming off completely unscathed. Tasked in early 2009 I opened a regional office in Dubai, UAE for my employer and had to hit the ground running hard, establishing the brand, selling on quality and design when we were far from the lowest solution Today my selling can still be seen in some of the most luxury hotels in the Middle East.

Before there was Salesforce, HubSpot, Zoho or other CRM software systems, client details were filed in a Rolodex and reports filed on paper. I developed a Lotus spreadsheet CRM system to accurately track sales value at each stage, retrieve information but most importantly to bring transparency to where each prospect was at in the sales process.

**Learn more about
Stephen's
background and
what makes him
unique to help
you grow your
sales and develop
your sales team**



CASE STUDY

Businesses have known for centuries that in a time of war or war readiness they have an opportunity to leverage their offering with demand often outstripping supply. When the United States and its coalition forces went to war with the Taliban in Afghanistan during October 2001, they had undoubtedly superior firepower, technology, infrastructure and training but the insurgents used a simple yet very effective device to fight back, the Improvised Explosive Device (IED). Soldiers caught in the explosion regardless of being in a vehicle or on foot were either killed or seriously maimed, which resulted in the medical, ballistic and clothing industries coming together to find a solution.

The Ministry of Defence's Defence Science and Technology Laboratory (Dstl) in Porton Down, UK is recognised as a world leader in military research and product development. They in conjunction with Cooneen Watts and Stone a clothing manufacturer developed ballistic underwear – a knitted silk boxer short and a ballistic codpiece which resembles an adult nappy. The garments protect the femoral artery and prevent small shrapnel from entering the groin area. With British Forces being urgently issued the garments directly Stephen was tasked to sell the products to other forces.

With no contacts in the United States Army, Navy or Department of Defence Stephen set about establishing contacts and arranging meetings and within three months had secured his first sale with the US Marines for \$1.9m (Contract W5K9FH-11-P-0383). Leveraging his contacts within the US Marines Stephen quickly established trust and repour with the US Army and by July 2011 just seven months after being tasked

to develop new markets he secured \$19.2m (Contract W5K9FH-11-C-0216) from the US Army with a follow-on order of \$12.4m in September 2011 split across two contracts (W91CRB-11-C-0174 / M67854-11-C-3052). Within a year Stephen had taken a company that had never sold in the United States Defence market to \$33.4m in turnover.

While the sales figures are respectable they only tell a small part of the story, export license approval, legal requirements, shipping goods into a war zone, establishing international payment terms, financing raw materials, pitching with empathy to Two and Three Star Generals, submitting complex tenders while coordinating information requests from Washington DC and Afghanistan from Northern Ireland meant Stephen had to be very reactive.

Today Stephen knows of four multi-amputee soldiers who have went on to father children and who credit the ballistic underwear and codpiece to saving their lives. As for future sales the company went on to secure \$43m of sales in 2015.



It is often said that in sales there is nowhere to hide as the numbers don't lie, but for a sales leader that is not completely true. Allowing sales reps lose on prospects and clients without a full understanding of your offering can be as detrimental to your business as a rival directly targeting your accounts. Sales leaders need to accurately forecast and understand where the customer is in the buying process ensuring that results are on track, growth is being managed and processes are working at an individual or team level.

Sales leaders should never stop talking about the vision of the company, it must be at the heart of every sales meeting and at the forefront of every salesperson's mind. While a client may satisfy the financials for a period, choosing the wrong partner can serious stunt the growth by tying up critical management time to service the account. One key factor in a company's growth is having individuals whose talents are being constantly coached and mentored for excellence and that is the role of the sales leader.

We know first-hand that a sales leader role is one of the most demanding but with our help, we can guide and coach you to meet the vision of your company.

Businesses can spend years and significant resources trying to find the ultimate way to grow their sales. Business leaders know what they're selling, and that they will make money by selling it, but it's easy to focus on the "low hanging fruit" / the easy sale without consideration given to the cost to service the account which is often were salespeople get pulled into managing an account that has a low growth value.

While low pay-off activities may not be detrimental in the short term it will ultimately stunt the growth of the business. We know that salespeople cannot be 100% productive all the time, however, we can help improve their efficiency by identifying and focusing on high-payoff activities (HPA).

When it comes to selling, autonomy is often given to individuals to use their own style, system and processes to secure and retain clients, but with the advancements in AI and algorithms businesses must have a coordinated and thought out system and processes that everyone on the sales team follows. Can you as a business leader afford to discover that after six months or a year that the new sales rep is increasing the Customer Acquisition Cost (CAC) and that the Customer Lifetime Value (LTV) is being reduced as they are either not purchasing the add-on features of your product or are opting to move to a rival?



COURSE PROGRAMME

SALES LEADERSHIP

- What defines a leader
 - Developing Yourself
 - What is your role
 - Being seen in the field
 - High Pay-Off Activities
 - Urgent Vs Important
 - The Assistant
 - Stop It!
 - Conveying your vision and culture
 - Accountability and your culture
 - High-Performance Culture
 - Linking Culture and Purpose
 - Employee Engagement
 - Developing key people to be in key positions
 - Empowering people
 - Navigate politics as a leader
 - Talent Management
 - Market Intelligence
 - Customer Service Business
 - Negotiations
 - Reports, balance scorecard and KPI
 - Driving Results
 - Regional, Country, Continent and Global Strategy
 - Competitive Advantage
 - Customer Agreements and Documents
 - Measure, Assess, Refine, Implement, Measure
 - Business Ethics
- Add-on
- Microsoft Excel, Word and PowerPoint (Beginner, Intermediate or Advanced)

Who should attend: Business Leaders and Senior Management

Duration: 1 Days

Delivery: Instructor-Led Workshop

Qualification: Certificate in Professional Sales Leadership

Location: Customers Premises or external room hire*

Participants: 12 people maximum

COURSE PROGRAMME

SALES CHANGE

- The infinite game
- Hearts Vs head count
- Worthy rivalry
- Just cause
- Understands that sometimes others have the better product.
- Learn that there is no such thing as winning, only ahead and behind.
- Understands the only true competitor is yourself.
- Product offering life cycle
- Customer channels traditional Vs new
- Embrace and harness technology in sales
- Measuring Sales Performance
- Sales Change Process
- Developing a system and processes
- Implementing a new system and processes
- Stress testing for future threats
- Company culture and vision
- Emotional Engagement
- Key People in Key Positions
- Managing experts and high performers
- Leading in difficult and uncertain times
- When change must happen but it's hard
- Business Ethics

Who should attend: Business Leaders and Senior Management

Duration: 1 Days

Delivery: Instructor-Led Workshop

Qualification: Certificate in Professional Sales Leadership

Location: Customers Premises or external room hire*

Participants: 12 people maximum

COURSE PROGRAMME

SALES COACH

- What is a sales manager's real role?
- Setting the standards
- Company Vision, Culture and Key People
- Igniting emotional engagement
- What is the best way to sell?
- How should sales representatives find, qualify, pitch, close, retain, grow and ask for referrals
- Telephone preparation and debriefing
- Field sales preparation and debriefing
- Managing Objections
- Sales Change
- Selling in a team
- Sales Playbook
- Developing a sales strategy
- Working with technology
- Mapping the sales cadence
- Sales Forecasting
- The Sales Representative and the Sales Manager
- Managing Performance
- Managing Different types of teams
- Managing Experts
- Sales Coaching
- Non-Performing Sales Representatives
- Recruiting
- Setting Salary and bonus
- Time Management
- Urgent Vs Important
- Reporting System and Information flow
- Wiki Library
- Customer Relationship Management (CRM)
- Office Politics

Who should attend: Business Leaders and Senior Management

Duration: 2 Days

Delivery: Instructor-Led Workshop

Qualification: Certificate in Professional Sales Leadership

Location: Customers Premises or external room hire*

Participants: 12 people maximum

COURSE PROGRAMME

SALES

PIPELINE, FUNNEL, FORECAST

- Difference in a sales funnel and a sales pipeline
- Market Intelligence and how it works with a pipeline and funnel
- Market Channels
- Understanding Inbound / Outbound marketing leads
- Lifetime Customer Value (LTV) and Cost of Acquisition (CAC)
- Building a sales system
- Customer Relationship Management
- Acquiring and preparing data
- Qualitative Reports
- Forecasting
- Sales Cadence
- Pipeline Review
- Measure, Amend, Implement
- Sales win with no funnel and pipeline
- Working with experts
- Overcoming Objection from within the sales team
- Important Vs Urgent
- HPA

Who should attend: Business Leaders and Senior Management

Duration: 1 Days

Delivery: Instructor-Led Workshop

Qualification: Certificate in Professional Sales Leadership

Location: Customers Premises or external room hire*

Participants: 12 people maximum

COURSE PROGRAMME

STRATEGIC SELLING

- Designate an account as strategic
- Neuroscience of Sale
- The Art and Science of Sales
- Selection of the account manager
- Developing a sales playbook
- Time Management
- Competitor Analysis
- Market Intelligence
- Cost Retention
- Financial Acquisition
- Conceptual Selling
- Market Position, Price Sensitivity Analysis, Relative Preference Data
- Agile
- Managing long lead times
- What to do when things go quiet
- Key buyer's persona
- Aligning with and influencing each key buyer's
- Influencing the wider stakeholders and decision-making committee
- Fostering client dependency on your offering
- Cultural difference
- Communicating with confidence
- Cross-Functional teamwork
- Creating Value Benefits
- Pitching with Prototypes, Software, Product, and Service offering
- Negotiating at C-Suite with multiple stakeholders
- Knowing how to walkway but leave the

Who should attend: Business Leaders and Senior Management

Duration: 2 Days

Delivery: Instructor-Led Workshop

Qualification: Certificate in Professional Sales Leadership

Location: Customers Premises or external room hire*

Participants: 12 people maximum

COURSE PROGRAMME

BID MANAGEMENT

- Evaluating if you are ready to bid
- Market Intelligence
- Scoring the proposal before committing
- Public Procurement
- Public Vs Private tendering
- Financial Stress test
- Account Management
- Resources required to bid
- Best bidding practises
- Sales Pipeline of opportunities
- When to start work on a tender
- Mapping out the bid team, individual and team roles
- Time management
- Cross-functional teams
- Communicating and flow of information
- Managing Experts
- Technical writing
- Conflict Resolution
- Positive writing
- Writing with impact
- Benefits before features
- Proofreading
- Text flow, structure, diagrams, images and external reports
- Knowing your audience
- Assumptions
- Document Control
- Pre and Post proposal work
- Wiki Library
- Sensitive information
- Dissecting the tender proposal
- Working with updates and Q&A
- Responding to RFI, RFP, EOI
- Answering a question on an RFI or RFP
- Price Proposal
- Presenting Documents – Hard and Soft copy submissions
- Presenting your offer verbally
- Reverse Auction

Who should attend: Business Leaders and Senior Management

Duration: 1-5 Days (depending on customer need)

Delivery: Instructor-Led Workshop

Qualification: Certificate in Professional Sales Leadership

Location: Customers Premises or external room hire*

Participants: 12 people maximum

COURSE PROGRAMME

SALES NEGOTIATION

- What is negotiation
- Negotiating the non-negotiable
- Plan for what the other side might want
- Listen and understand what is important to the other side
- Communication skills
- Tonality
- When your final offer is your final offer
- Can you work away
- Going back after walking away
- Don't split the difference
- Stop thinking of getting to YES
- Decision making as a process
- Commercial disputes
- Consumer disputes
- What are the tradable
- Integrity
- Taboos
- Insulting
- When negotiations break down

Who should attend: Senior Management, Sales Managers, Sales Representatives

Duration: 1 Days

Delivery: Instructor-Led Workshop

Qualification: Certificate in Professional Sales Leadership

Location: Customers Premises or external room hire*

Participants: 12 people maximum

COURSE PROGRAMME

TERRITORY MANAGEMENT

- Defining a field sales Vs Inside
- Calculate market area value
- Client expectation Vs your abilities to service the client
- Value proposition Vs Competitor
- Competitor Analysis
- Lead generation strategy
- Measuring and testing lead generation
- Visit schedule Vs Budget
- Resources to service the outbound territory
- Optimising leverage
- Sales Playbook for territory, country and key accounts
- Buyers persona
- Learning what customers value most
- Relative preference data
- Price sensitive analysis
- Customer Culture
- Gate Keeper
- Cold Vs Warm lead
- Find, Qualify, Pitch, Win, Retain, Grow and Referral
- Forms of communication
- Arranging Appointments
- Cascading to win
- Building trust
- Cultural differences
- Presenting
- Selling when you are not the cheapest
- Consortium selling
- Trade Exhibitions
- Sales funnel and sales pipeline
- Moving the prospect along the buying process
- Managing Outbound Sales Representatives
- Non-performing sales representatives
- Managing Export Sales
- Systems and Processes
- Market Data transfer
- Time Management
- Wiki Library
- High Pay-Off Activities
- 1% Improvement
- Primary Contractor and Tier Supply chain selling
- Business Ethics
- Contracts
- Safety and Security – soft and hard data, IP, talking outside, internet access

Who should attend: Senior Management, Sales Managers, Sales Representatives

Duration: 2 Days

Delivery: Instructor-Led Workshop

Qualification: Certificate in Professional Sales Leadership

Location: Customers Premises or external room hire*

Participants: 12 people maximum

COURSE PROGRAMME

BUSINESS DEVELOPMENT

- Align growth to the vision of the organisation
- Client expectation Vs your abilities
- Resources to win and service the client account
- Buyers persona
- Understanding where is the value in your offering to the customer
- Learn what your customer most values
- Relative Preference Data
- Price Sensitive Analysis
- Lead generation strategy
- Sales channel opportunities
- Inbound Vs Outbound marketing
- Value proposition Vs Competitor
- Forms of communication
- Touchpoint system
- Measuring and testing lead generation
- Gate Keeper
- Cascading to win
- Building trust
- Cultural differences
- Presenting
- Selling when you are not the cheapest
- Consortium selling
- Tender bidding
- Trade Exhibitions
- Sales funnel and sales pipeline
- Moving the prospect along the buying process
- Handling the account over to the sales team
- High Pay-Off Activities
- 1% Improvement
- Primary Contractor and Tier Supply chain selling
- Business Ethics
- Contracts
- Safety and Security – soft and hard data, IP, talking outside, internet access

Who should attend: Senior Management, Sales Managers, Sales Representatives

Duration: 2 Days

Delivery: Instructor-Led Workshop

Qualification: Certificate in Professional Sales Leadership

Location: Customers Premises or external room hire*

Participants: 12 people maximum

COURSE PROGRAMME

KEY ACCOUNT MANAGEMENT

- Defining what a key account should be
- Becoming a trusted advisor
- Trusted advisor Vs Competitive Seller
- Mapping the customer journey
- Customer Alignment
- Cost to service a Key Account
- Customer Value for growth
- Selling to a key account
- Sales strategy for growth
- Value-based pricing
- Selling when you are not the cheapest
- Understanding and analysing the competitor
- Sales playbook
- Strategic negotiation and the non-negotiable
- Presentation
- How to influence
- Upsell and cross-sell
- Ease of a Key Account to switch suppliers
- When a Key Account leaves
- Crises Management
- Winning back a Key Account
- Time Management
- High Pay-Off Activates
- Touchpoint system
- Joint marketing
- Endorsement
- Trade exhibitions
- Primary Contractor and Tier Supply chain selling
- Business Ethics

Who should attend: Senior Management, Sales Managers, Sales Representatives

Duration: 2 Days

Delivery: Instructor-Led Workshop

Qualification: Certificate in Professional Sales Leadership

Location: Customers Premises or external room hire*

Participants: 12 people maximum

COURSE PROGRAMME

CUSTOMER SERVICE

- What is customer service
- Customer Experience
- Lessons from the world's best
- Wiki Library
- Tonality
- Establishing Trust
- Resilience
- Learning to listen
- Building Empathy
- Conveying your message
- Handling objection
- Know when to be quiet
- Building loyalty
- Retention Vs Acquisition cost
- Customer Feedback
- Why salespeople fear difficult customers
- Speaking with Difficult Customers
- Winning Back a customer
- Knowing your product offering
- Customer Vs Product Type
- Selling to difficult customers
- Up-Sell and Cross-Sell
- Empowerment to close a sale, discount or tangibles
- Forms of communication with customers
- Customer Service Strategy
- Escalating an issue
- Crises Management
- Problem Solving
- Time Management
- Business Ethics

Who should attend: Sales Representatives, Sales Support, Customer Service

Duration: 1 Days

Delivery: Instructor-Led Workshop

Qualification: Certificate in Professional Sales Leadership

Location: Customers Premises or external room hire*

Participants: 12 people maximum

COURSE PROGRAMME

INSIDE SALES

- Inside Sales 360
- Tonality
- The gatekeeper
- Gain buyer attention
- Establishing Trust
- Resilience
- Learning to listen
- Building Empathy
- Conveying your message
- Handling objection
- Difficult customers
- Know when to be quiet
- Building loyalty
- Retention Vs Acquisition cost
- Time management
- Time wasters Vs Information gathers
- Wiki library
- Customer Success
- Customer Channels
- Lead Generation
- Mapping a sales journey
- Buying Cycle
- Selling in different channels
- Inbound Vs Outbound
- Negotiation
- When a major prospect comes in the inbound marketing
- Up Sell and Cross Sell
- Empowerment
- Software as a Service
- Social Media and google analytics
- Customer Growth Value rather than

Who should attend: Senior Management, Sales Managers, Sales Representatives

Duration: 2 Days

Delivery: Instructor-Led Workshop

Qualification: Certificate in Professional Sales Leadership

Location: Customers Premises or external room hire*

Participants: 12 people maximum

COURSE PROGRAMME

SALES FUNDAMENTALS

- Introduction to sales
- Building Trust
- Resilience
- Learning to listen
- Why salespeople fear cold calls
- Great sales questions to ask
- Handling objection
- Know when to be quiet
- Selling to difficult customers
- Forms of communication with customers
- Conveying your message
- Knowing your product offering
- Understanding the buyer
- The buyer's journey
- Where to find customers
- Qualify a prospect
- CRM and Report Management
- Market Intelligence
- Wiki Library
- Sales playbook
- The Gatekeeper
- Telephone sales
- Field Sales
- Software as a Service (SAAS)
- Group selling
- Social Media Selling
- Arrange a meeting
- Presenting
- Close a sale
- Moving a sale along to the next step
- What to do when a sale stall's
- High Pay-off activities
- Important Vs Urgent
- Systems and processes to sell
- Scorecard

Who should attend: Sales Representatives and those new to sales

Duration: 2 Days

Delivery: Instructor-Led Workshop

Qualification: Certificate in Professional Sales Leadership

Location: Customers Premises or external room hire*

Participants: 12 people maximum

COURSE PROGRAMME

SALES SUPPORT

- Professional Administration fundamentals
 - The function of a sales support
 - Understanding a salespersons role
 - Working with managers and business leaders
 - Understanding Clients needs
 - Building good customer relationships
 - Time Management
 - Urgent Vs Important
 - Reporting System and Information flow
 - Wiki Library
 - Customer Relationship Management (CRM)
 - Communication Competence
 - Writing in different mediums
 - Telephone Skills
 - Note-taking
 - Office Politics
 - Business Ethics
- Add-on
- Microsoft Excel, Word and PowerPoint (Beginner, Intermediate or Advanced)

Who should attend: Sales Support and Customer Service

Duration: 1 Days

Delivery: Instructor-Led Workshop

Qualification: Certificate in Professional Sales Leadership

Location: Customers Premises or external room hire*

Participants: 12 people maximum

Terms of supply Off Premises Businesses

STEPHEN MCCOMB is a Sole Trading Company and having its registered office at 2 George Street Lurgan Co. Armagh Northern Ireland BT66 6BL ("STEPHEN MCCOMB" or "we" or "us"). Our principal place of business is 2 George Street Lurgan Co. Armagh Northern Ireland BT66 6BL with all courses conducted at Clients business or third-party locations. Our telephone number is 0044 (0)2838 329 465 and our email address is info@stephenmccomb.com. STEPHEN MCCOMB provide training courses to both individuals and to organisations ("Services"). These terms and conditions ("Terms of Supply") will apply to any of the Services purchased from STEPHEN MCCOMB by telephone or e mail sales. By purchasing Services from STEPHEN MCCOMB by telephone or e mail sales you agree to be bound by these Terms of Supply. Please read them carefully. If you are not willing to be bound by them, you should not purchase Services from STEPHEN MCCOMB.

1. The Services

The Services are as described in STEPHEN MCCOMB's confirmation of booking. STEPHEN MCCOMB makes every effort to describe the Services accurately and agrees to provide the Services with all the care and skill to be expected of a qualified and competent contractor experienced in undertaking services of the same kind as the Services. It is your sole responsibility prior to purchasing any Services from us is to read the course description including the key benefits and pre-requisites for any of the Services booked by you in order to ensure that they are suitable for your purposes. You acknowledge and agree that by entering into this contract with us that you do not rely on any statement, representation, assurance or warranty that is not set out in these Terms of Supply. Any representation, condition or warranty which might be implied or incorporated into these Terms of Supply by statute, common law or otherwise is excluded to the fullest extent permitted by law.

2. Prices and payment

2.1 Prices of the Services are specified on STEPHEN MCCOMB's confirmation of booking. We may change our prices at any time but that will not affect the prices for confirmed orders.

2.2 Payment for the Services is to be made in advance at the time of booking or no later than fourteen days prior to the delivery or performance of the Services. STEPHEN MCCOMB accepts payments from cash, cheque or bank transfer.

2.3 Notwithstanding the provisions of Clause 2.2 you may apply for a credit account by requesting a Credit Application from us. Any Credit Application is subject to references and acceptance by STEPHEN MCCOMB. If a Credit Application is accepted payment for Services falls to be due within 30 days of issue of the Invoice therefor. For the avoidance of doubt a credit account will not be available to new or first time or returning customers who must pay for the Services in advance in accordance with the provisions of Clause 2.2 above for at least their initial three purchases. For the purposes of this clause a returning customer is a customer who was non-trading in the 18 month period prior to the purchase of the Services.

2.4 In the event that any sum payable to STEPHEN MCCOMB is not paid on the due date then without prejudice to STEPHEN MCCOMB's other rights and remedies STEPHEN MCCOMB reserves the right to charge interest on such sum on a day to day basis from the due date to the actual date of payment at the rate of 8% per annum above the base rate of the Bank of England from time to time. In the event that STEPHEN MCCOMB requires to raise debt recovery proceedings in respect of the same then you shall also be responsible for all subsequent legal or other third party costs in relation to the same.

3. Acceptance of an order

3.1 By placing a booking with STEPHEN MCCOMB you acknowledge the applicability of these Terms of Supply. When you place a booking you will be allocated a booking number which should be quoted in all correspondence to us. These Terms of Supply will be binding on you and a contract will come into effect between us upon our written acceptance of the booking issued to you by email ("the Confirmation"). Please note we are not bound by any contract until we have accepted the booking in writing and issued the Confirmation.

3.2 If you have already paid for the Services and we are unable to supply them for whatever reason without being able to offer you a suitable alternative we will notify you and refund you the full amount paid as soon as possible.

3.3 The contract between you and us comprises of the Confirmation and these Terms of Supply (together known as the "Contract"). In the event of any conflict between them the Confirmation shall take precedence.

4. Your right to cancel

4.1 You may cancel this Contract at any time by emailing us at info@stephenmccomb.com or by post addressed to 2 George Street, Lurgan Co, Armagh Northern Ireland BT66 6BL. If emailing or writing, then your cancellation is effective from the date you send the email or post the letter to us. If emailing or writing, please quote the allocated booking number referred to in Clause 3 on your notice of cancellation.

4.2 If you decide to cancel the Contract in accordance with Clause 4.1 above and do so at least fourteen days prior to the date of delivery or performance of the Services then we will refund you the price you paid for the Services or, where you have a credit account with us, issue you with a credit note in respect of the same and that within fourteen days of our receipt of a properly served cancellation email or written notice from you. If you cancel within fourteen days prior to the date of delivery or performance of the Services, no refund of the purchase price will be given. If you wish to cancel, please download our cancellation form and return to us by emailing us at info@stephenmccomb.com or by post addressed to 2 George Street, Lurgan Co, Armagh Northern Ireland BT66 6BL. If emailing or writing then your cancellation is effective from the date you send the email or post the letter to us.

5. Liability

5.1 Nothing in this contract excludes or limits or attempts to exclude or limit the liability of either party for death or personal injury caused as a result of negligence or for fraudulent misrepresentation.

5.2 Subject to the foregoing STEPHEN MCCOMB will be under no liability to you whatsoever (whether in contract, delict (including negligence), breach of statutory duty, restitution or otherwise) for any damage or direct or indirect consequential loss (all three of which terms include without limitation pure economic loss, loss of profits, loss of business, loss of opportunity, loss of goodwill and like loss) howsoever caused.

5.3 Subject to clauses 5.1 and 5.2 STEPHEN MCCOMB's aggregate liability under this Contract (whether in contract, tort (including negligence), breach of statutory duty, restitution or otherwise) for any damage or direct or indirect consequential loss (all three of which terms include without limitation pure economic loss, loss of profits, loss of business, depletion of goodwill and like loss) howsoever caused will be limited to the amount paid for the Services concerned.

Terms of supply Off Premises Businesses

6. Force majeure

Neither party will be liable to the other for any failure or delay or for the consequences of any failure or delay in performance of this Agreement if it is due to any event beyond the reasonable control and contemplation of a party to this Contract including without limitation acts of god, war, industrial disputes, protests, fire, flood, storm, tempest, epidemics, explosion, acts of terrorism and national emergencies.

7. Intellectual property

STEPHEN MCCOMB confirms that it owns or has all necessary rights in the use of all intellectual property in relation to the Services. All such intellectual property shall remain the property of, or the rights in the use of, shall remain with STEPHEN MCCOMB unless otherwise agreed in writing between the parties. In particular for the avoidance of doubt all training materials produced by STEPHEN MCCOMB as part of the Services are solely for the use of the individual delegate attending on behalf of your business and may not be copied, distributed or otherwise reproduced by you or them without our express written consent.

8. Confidentiality

Each party agrees that any information about them or their business is confidential ("Confidential Information"). Each party agrees that it shall not permit duplication, use or disclosure of such Confidential Information to any person (other than its own employee, agent or sub-contractor where the same requires such information for the performance of the Contract) unless such duplication, use or disclosure is specifically authorised in writing by the other party or is required by operation of law. Confidential information does not include information which at the time of disclosure is generally known by the public (other than by an unauthorised act of the disclosing party). Both parties shall take reasonable steps to ensure that their employees, agents and subcontractors keep Confidential Information confidential.

9. Data protection

All personal information that we hold concerning including registration and other information provided by you in respect of any delegate from your organisation where it comprises of personal data will be held and processed by STEPHEN MCCOMB strictly in accordance with our obligations under the General Data Protection Regulation 2018 as amended from time to time. Such information will be subject to our privacy policy and will be used by us to administer our relationship with you as a customer. We will not without your consent supply such personal information to any third parties except where (1) such transfer is a necessary part of the activities that we undertake or (2) we are required to by operation of law. By accepting these Terms of Supply you also agree to be bound by our privacy policy.

10. Changes to terms

We reserve the right at our discretion to modify, add or remove any or all of the Terms of Supply at any time and each such change shall become effective immediately upon posting. However those changes will not affect any current bookings you have with us but only any new purchases.

11. Assignment

We may assign our rights and obligations under the Contract to any other person including sub-contracting the delivery of any Services.

12. Entire agreement

The Contract constitutes the entire agreement and understanding of the parties and supersedes any previous agreement between the parties relating to the subject matter of the contract.

13. Severability

To the extent that any clause or part of a clause of these Terms of Supply is found to be invalid or unenforceable such clause or part of a clause shall be deemed to be deleted and the remainder of these Terms of Supply shall remain in full force and effect.

14. Non-waiver of rights

The failure to exercise a right or remedy provided by the Terms of Supply or by law does not constitute a waiver of the right or the remedy nor does it mean that we will forfeit any future rights or remedies.

15. Complaints

If you have any complaint about our services please refer to our complaints policy, a copy of which can be found on our website www.stephenmccomb.com. If the parties fail to reach an acceptable agreement within 14 days and it escalates into a dispute the parties shall try to agree on and implement a method of dispute resolution. If they fail to agree such method within 14 days, the parties confirm that the dispute will then become subject to the exclusive Courts of Northern Ireland.

16. Governing law

These Terms of Supply shall be governed by and construed in accordance with the law of Northern Ireland and each party irrevocably agrees that the Northern Ireland Courts shall have exclusive jurisdiction in relation to any claim or dispute or difference concerning the Contract and any matter arising therefrom.

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