

LSIP and the Institute of Sales Professionals bring together college business development professionals to share tips on effective B2B sales techniques

A key action in the LSIP report is to bring together business development leads at colleges and providers to help support capacity and impact on skills-related employer engagement activity.

On Friday 17th November, the LSIP team headed to the Brooks Restaurant in the beautiful grounds of Brooklands College to welcome representatives from Hampshire and Surrey colleges to a business development networking event.

Two highlights included some sales training from the Institute of Sales Professionals and an introduction to a new online business development tool to help connect employers to providers.

Guy Lloyd, from the Institute of Sales Professionals, led a B2B (business-to-business) sales training session, which included a passionate discussion on some of the challenges faced by colleges when trying to engage with different businesses. Dealing with 'gatekeepers', closing a deal and focusing on problem-solving were all mentioned, and Guy provided some compelling tips and suggestions on how to face these challenges and more.

Tom Woods, LSIP Business Connector from Surrey Chambers of Commerce, presented a demonstration of the new Opportunities tab on the Future Skills Hub website. This is a fantastic way for education and training providers to showcase opportunities to collaborate with employers by providing industry placements, access to facilities and equipment, opportunities to share expertise, hosting events / functions and other services that may be provided. It just takes 2-clicks on this ever-growing platform to upload an opportunity and have it seen by employers.

You can check out the Opportunities Tab here: <https://www.surrey-chambers.co.uk/future-skills-hub/opportunities/>

It was fantastic to see representatives from HSDC, East Surrey College, Brooklands College, BCoT and Queen Mary's College all come together and talk through some of the challenges they face in business development.

Following positive feedback from attendees, this was the first in a series of networking sessions that the LSIP team are facilitating. Future sessions will focus on different topics suggested by the attendees and the next one will be link to the Surrey Chambers' ['Accessing Untapped Talent'](#) event in Camberley on Tuesday 30th January.

