

SITE MAP



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Introduction to the services provided by DCA International.

[ABOUT DCA INTERNATIONAL](#)

Pedigree for DCA International and Derek C. Shelmerdine

All services are delivered by Derek C Shelmerdine who has 25 years experience of very successful strategy based selling in the IT industry.

[WINNING EVERY TIME](#)

Understanding how to create a winning sales strategy by breaking the sale into 8 battleground segments.

People & Politics, Price, Experience, Extended Vision, Risk, Technology, Product and Sales Strategy.

[NEWSLETTERS](#)

Copies of the latest Newsletters are available.

To receive the Newsletters personally please send an e-mail to derek@dcaint.com

[SALES TRAINING DEPARTMENTS](#)

DCA International provides sales training materials for use under licence by inhouse sales trainers. This is supported by train-the-trainer.

[SALES MASTERCLASSES](#)

Sales MasterClasses are outlined:

- Objection Handling MasterClass
- Sales Strategy & Battlegrounds MasterClass
- People & Politics MasterClass
- Key Account Development MasterClass
- Selling YOUR Solutions Effectively

[SELLING THROUGH CHANNEL](#)

Sales MasterClasses for channel based organisations can be delivered worldwide. To date sessions have been delivered in 17 countries including the UK, Mainland Europe, Australasia, USA, Canada, Africa and the Middle East. Sales MasterClasses have even been delivered through translation in Poland and the Czech Republic.

[SALES TIPS & THOUGHTS](#)

Food for thought for salespeople. Applying analogies from psychology, philosophy and science to selling. Also tips on how to WIN!