

 **Salestrong**

Sales Training, Coaching and Consultancy.

INSIGHT SALES OVERVIEW

Insight Sales

The really important moments in a sales conversation occur when your customer sees something they have not seen before.

Understanding the opportunities and challenges that a customer faces is therefore a key commercial skill, one that is not often harnessed as well as it can be.

Salestrong's view is that an intimate understanding of the client's business is how successful sales professionals spot opportunities and create influence in the purchasing process.



Steve Moore National Sales Director

"Monthly Self Generated sales jumped up by unprecedented levels after the first round of Sales Academy courses – this stuff really works! I see it as inspirational training which gives every seller the tools to increase their own sales, increase their own commission"

Clare McCartney Account Manager

"I found the salestrong team very professional and knowledgeable of our industry. They helped me rebuild my structure and add key components that I continually left out, improving my signing numbers and decreasing my let me think about it customers"

I What is Insight Selling?

- Designed to help the sales professional to create, communicate and capture value for customers and their own organisation.
- Delegates will work through the "Six C's" modular framework, developed by Salestrong.

I What are the Benefits?

- Prepare effectively for every customer interaction
- Share compelling insights that create value for the customer.
- Understand how to influence all members of a decision making unit.
- Challenge the customer's thinking to create trust.
- Negotiate on value rather than just on price.

I Who should take the course?

- Sales Professionals.
- Account Management Professionals.
- Sales Support professionals.
- Customer Service professionals.

I Delivery Options

Insight sales is a sales training course that can be tailored to the specific needs of an organisation using the following delivery methods:

- Tailored on-site live programmes
- Train The Trainer (Client Associate)
- Blended e-Learning and live programme.

Case Study

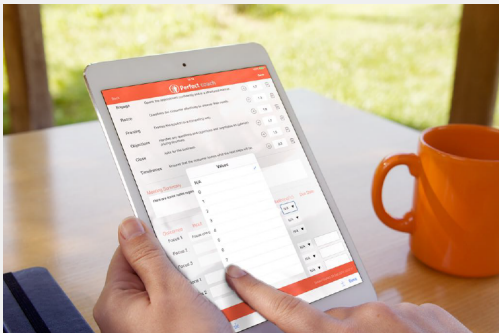


Perfect Coach App

An integral component to the programme success, Salestrong designed and built the Perfect Coach app. Perfect Coach is an iOS application that allows the speedy recording of Sales Coaching sessions in-the-field.

The app supported the Regional Directors in their coaching and embedding efforts, resulting in a significant increase in the quality and quantity of observational coaching sessions.

The app provides valuable insights via a series of charts presented as a Dashboard.



| Business Challenge

Worldpay identified a need to develop a world-class sales capability programme for their SME team. However, with no common sales methodology, they needed the sales team to change approach in order to effectively sell the value of Worldpay solutions.

| Bespoke Solution

Salestrong were chosen by Worldpay to design, build and deliver a bespoke transformational sales academy for the field sales team and Regional Directors.

The programme was broken down into 3 key phases:

- **Diagnostic stage**
- **Design of Programme**
- **Delivery inclusive of Pilot**

| Sales Performance. Guaranteed.

As a global leader in payments processing technology and solutions; Worldpay were looking for a return on their investment which was a key factor in choosing Salestrong.

Within **month 1** they saw over **£80million** in increased card turnover and a further **£2million** in increased and retained sales within year 1 of the academy being run.

Salestrong

| About Salestrong

Salestrong is a sales performance consultancy partnering with some of the world's largest companies.

Our clients choose us to help build capability and deliver results through a blend of Training, Coaching and Consulting expertise.

Our clients trust us for 3 key reasons:

- We design and deliver bespoke programmes to achieve your goals.
- We invest time to understand their business, challenges and strategy.
- We guarantee a return on their investment.

Sales Performance. Guaranteed.



 **Salestrong**

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Our Clients

