



Salestrong

Sales Training, Coaching and Consultancy.

SALES ACADEMY OVERVIEW

Sales Academy

Building capability in your sales team often requires more than a one off sales training intervention. In some instances, a large initiative may be the best approach.

Our experience of working with clients has shown that an “academy style” programme of learning where teams go through the same journey delivers the best results.

Salestrong sales academies are designed to highlight and accelerate best practice, plug sales capability gaps and create a culture of professional excellence.

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!” “Inspirational training which gives every seller the tools to increase their own sales, increase their own commission”

Michael Millard Regional Director

“The sales training delivered to the Worldpay sales force has been excellent. This has resulted in a complete shift in focus, away from talking about themselves and Worldpay towards truly understanding the customer needs.”

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 How do we design a Sales Academy?

- Firstly we run an-depth diagnostic analysis to identify existing processes and methodologies.
- The findings of which are presented in a detailed report.
- A sales competency framework is designed to show what “best” looks like.
- Skills are then benchmarked and areas for improvement and capability gaps are identified.

I What are the Benefits?

- Create a culture of high performance selling.
- Build capability and deliver improved results.
- Align teams around one common sales methodology.
- Enable and encourage individual learning and professional development.
- Build coaching capability in the sales management team.

I Who should take the course?

- Sales Professional's.
- Account Management Professional's.
- Business Development Professional's.
- Sales management Professional's.
- Customer Service Professional's.

I Delivery Options

A sales academy will consist of a range of delivery and learning methods which may include:

- Classroom style training.
- Role play simulations - actors play customer roles.
- Sales Coaching - both field and/or one to one.
- Deal Clinics - facilitated sessions where delegates work on live deals.
- eLearning modules - designed by our app and software developers to support the programme.

| 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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