

A flexible modular program for developing sales executives and account managers.

Do you want to increase sales revenues?

We know that ‘people buy people’. How can you help your sales people build first-class relationships with each of their different customers?

Inspire people to exceed their targets by helping them improve their attitudes, skills and behaviours.

Benefit from practical, long-lasting sales development you can use long after any training intervention is over.

“Insights gives us a safe language for growth.

Insights has provided the number one method for helping people understand who they are, being more self-aware and being able to translate that into a development plan.”

Fay Goldsmith, L & D Manager
Philips Electronics UK Ltd.



Using our simple and effective Six Step Sales Process, we help businesses across the world ignite and transform sales teams to deliver tangible, lasting results.

Today's customers want trusted advisors, people who understand their issues and respond to their needs quickly and with purpose.

Now, more than ever, your sales professionals need to create outstanding customer relationships.

Insights Sales Effectiveness

A flexible, module program of development for sales professionals and account managers.

The program comprises 24 modules, all of which are built around Insights six stages of the sale.



The modules explore the skills, behaviours and attitudes required to be effective in each of these areas through the lens of the salesperson's preferences and capabilities.

Provides a unique exploration of the sales professional's preferences and capabilities.

How it Works

Modules 1-3 are essential, forming the springboard for all subsequent learning. Thereafter, clients can select from the remaining 21 modules, all of which are customized to meet the specific objectives of your organization, the time available, and the immediate needs of the audience.

The Insights Discovery Personal Profile and Effective Selling Chapter, together with the Insights Navigator Sales Effectiveness system, are integral to the program, allowing individuals to explore their preferred selling style and capabilities and how these are presented at each of the six stages of the sale.

The complementary and customizable learning library supports the learning and provides an excellent resource to enable managers to effectively resource to managers to effectively lead, coach and facilitate their people through the learning experience, both in the training room, and in the field.

Outcomes

Increase the competitive edge and contribution of your sales professionals by enhancing their communication and influencing skills.

Increase sales performance by understanding sales people's preferred style, approach and capability at every step of the sale.

Enable sales professionals to adapt their approach to specific customer types and modify their behaviour to build increased rapport.

Energize sales people to fulfill their potential, stay motivated and bounce back from disappointment.

Summary

- A comprehensive sales development program exploring skills, attitudes and behaviours.
- Inspiring and engaging in both content and delivery – salespeople are motivated to excel
- Practical tools and learning techniques can be applied quickly and easily in the field
- The modular format enables learning to be customized to support individual development
- Accessible and compelling methodologies mean the training sticks.



Our Clients Say:

"This is the only sales program that I have ever seen that combines the teaching of winning attitudes, behavioural style and leading-edge sales skills in a single program".

Richard Groot, Sales Manager
Scotiabank