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TRAINING DIVISION

TRANSFORMATIVE SALES REP & SALES MANAGER TRAINING

UPDATED: 2023-01

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- About Revenue Partners
- Sales Organisation Maturity Framework
- 6 Ways We Assist Customers Become Market-Leaders

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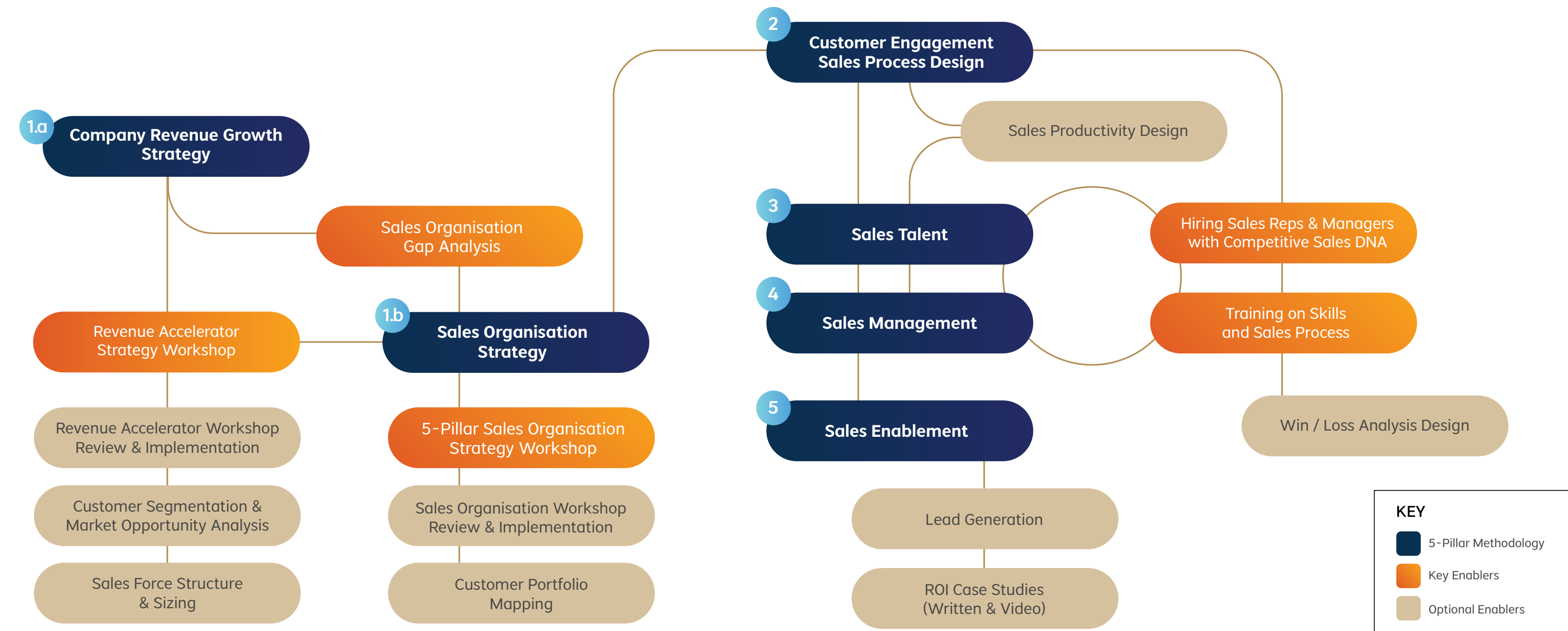
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ABOUT REVENUE PARTNERS

At RevenuePartners, we assist customers establish a competitive advantage to outperform their markets with our unique 5-Pillar Revenue Growth Methodology delivered through mutual execution accountability.

REVENUE GROWTH SEQUENCING



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SALES ORGANISATION MATURITY FRAMEWORK

We assist our customers accelerate their rate of revenue growth to outperform the market by achieving Sales Maturity across the 5-Pillars of a high-performance Sales Organisation.

LEVEL	1. Lagging	2. Defining	3. Aligning	4. Embedding	5. Optimising	
5-PILLARS OF A HIGH-PERFORMANCE SALES ORGANISATION	Competitive Strategy	<ul style="list-style-type: none"> Company-level strategy is not translated to the Sales Organisation level No strategic approach at the Sales Organisation level 	<ul style="list-style-type: none"> Company-level strategy cascades down to the Sales Organisation Sales Strategy is documented, based on 'outside-in' thinking, customer-centricity and is future-orientated 	<ul style="list-style-type: none"> Company-aligned Sales Strategy is distilled into actions for each Sales Pillar Sales Strategy is aligned across all Pillars and is coordinated with other Business Units (BUs) 	<ul style="list-style-type: none"> Universal adoption of aligned Company and Sales Strategy by Sales Force and BUs Sales Director-led envisioning with C-level involvement 	<ul style="list-style-type: none"> C-level ownership with highly responsive and aligned Company and Sales Organisation Rigorous ongoing, data-led planning Long-term customer and value gain realisation
	Customer Engagement	<ul style="list-style-type: none"> Process and systems for prospecting & Customer Engagement (CE) either not defined or randomly followed by Sales Reps 	<ul style="list-style-type: none"> Process and systems for prospecting and CE defined and formalised 	<ul style="list-style-type: none"> CE process is aligned to a buyers' process and needs Alignment with the Sales Talent, Management and Enablement Pillars 	<ul style="list-style-type: none"> Universal adoption of CE process by the entire Sales Force and all BUs 	<ul style="list-style-type: none"> Agile approach to refining and testing processes in response to changing business environment and customer needs
	Sales Talent	<ul style="list-style-type: none"> Undefined processes and inconsistent approach to hiring, onboarding, training and developing Sales Talent 	<ul style="list-style-type: none"> Formal processes defined for hiring, onboarding, training and developing Sales Talent 	<ul style="list-style-type: none"> Formal Sales Talent processes universally deployed to all teams and divisions Skills development aligned with the 5-Pillars 	<ul style="list-style-type: none"> Sales Talent processes are universally adopted Desired attitudes and behaviours are embedded in Sales Organisation culture Skills development is situational 	<ul style="list-style-type: none"> An agile Sales Force with ongoing improvements to processes High percentage of Sales Reps on target Low Sales Force churn
	Sales Management	<ul style="list-style-type: none"> No methods or standards in managing Sales Reps Forecasting is unpredictable Management tracks lagging indicators 	<ul style="list-style-type: none"> Universal processes and metrics are defined for Sales Management Leading activities are identified and tracked 	<ul style="list-style-type: none"> Metrics-driven forecasting, managing and coaching of Sales Reps is aligned with all Sales Pillars and linked to leading indicators 	<ul style="list-style-type: none"> Universal adoption of processes with optimal cadence Reliable forecasting Strong execution capabilities 	<ul style="list-style-type: none"> Agile Sales Management team Ongoing improvements to processes Strong change management capabilities
	Sales Enablement	<ul style="list-style-type: none"> No planning Ill-defined processes Ad-hoc activities with poor support systems 	<ul style="list-style-type: none"> A planned approach to equip the Sales Force with tools and support required for CRM, Sales Collateral, Admin Support, Leads, etc. 	<ul style="list-style-type: none"> Full alignment across Sales Pillars Full alignment with BUs (IT, Finance, Marketing, Service, etc.) 	<ul style="list-style-type: none"> Universal adoption of systems, tools and standards 	<ul style="list-style-type: none"> Agile approach to ongoing improvements Rapid development, deployment and training on new systems and tools
STATE OF MATURITY	Immature Sales Organisation lagging behind competitors	Formal systems and processes are defined	Focus and integration on all five Pillars and alignment with Business Units	Best-practice is uniformly adopted and is ingrained as: 'Our way of doing business'	High-performing mature Sales Organisation that embraces agile, ongoing improvement	

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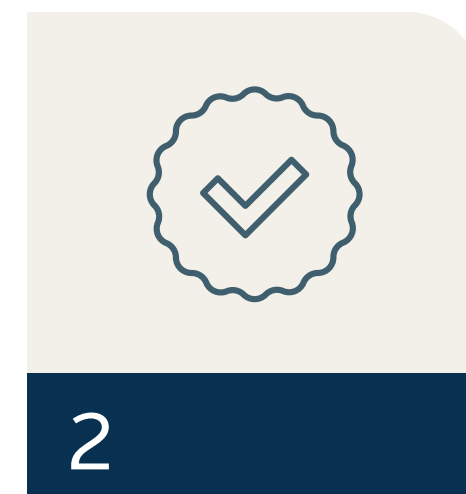
6 WAYS WE ASSIST CUSTOMERS BECOME MARKET-LEADERS

Market-leading companies grow faster than competitors by committing to a revenue engineering approach, allocating the resources required and relentlessly driving execution. Here's how we are uniquely positioned to assist.



SALES MATURITY MODEL

We assist our customers accelerate their rate of revenue growth to outperform the market by achieving Sales Maturity across the 5 Pillars of a world-class Sales Organisation.



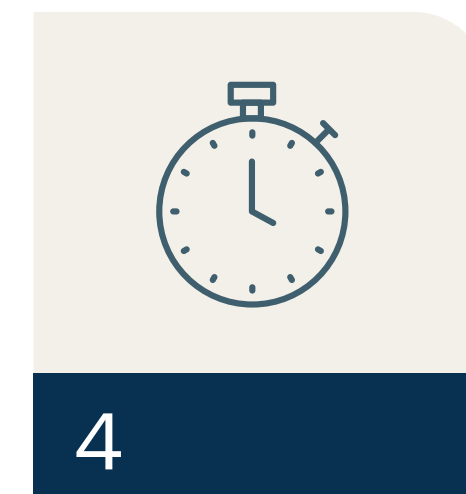
BEST-PRACTICE TOOLS & FRAMEWORKS FOR CO-CREATED, IMPLEMENTABLE SOLUTIONS

Analytical frameworks and tools are used as a guide for Senior Executives to input their in-depth knowledge of their business into strategic planning frameworks.



CLEAR OUTCOMES & FIXED COSTS

All interventions have clearly defined outcomes with pre-agreed fixed costs based on an agreed 'Cost of the Problem' and targeted ROI.



FOCUSED WORK PRODUCED IN SHORT TIMEFRAMES

Speed of deployment is a trademark of our customer delivery.



360-DEGREE INTERVENTIONS OR STAND-ALONE SOLUTIONS

Programme decisions are based on strategic relevance, tactical urgency and ROI payback time. Customers therefore pilot with a standalone product or select an integrated 1- to 3-year programme.



EXECUTION ASSISTANCE

Execution is built into programmes, with actual feet on the ground if necessary to assist clients to implement and embed improvements.

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SALES TRAINING DIVISION OVERVIEW

RevenuePartners has been delivering transformative sales programmes for over a decade.

Our training programmes are designed to engage delegates using leading adult-learning techniques.

Delegates are challenged to workshop and apply the learnings from local and international best-practice to their current environment. This allows for a high degree of interaction – and practical application for immediate implementation.

Our in-house programmes can be tailored to a Business-to-Business or Business-to-Consumer focus.

Our Sales Rep and Sales Manager training programmes have been purpose-built to compliment each other, providing holistic solutions for salesforce training.

Talk to us to see how we can meet your sales training requirements.



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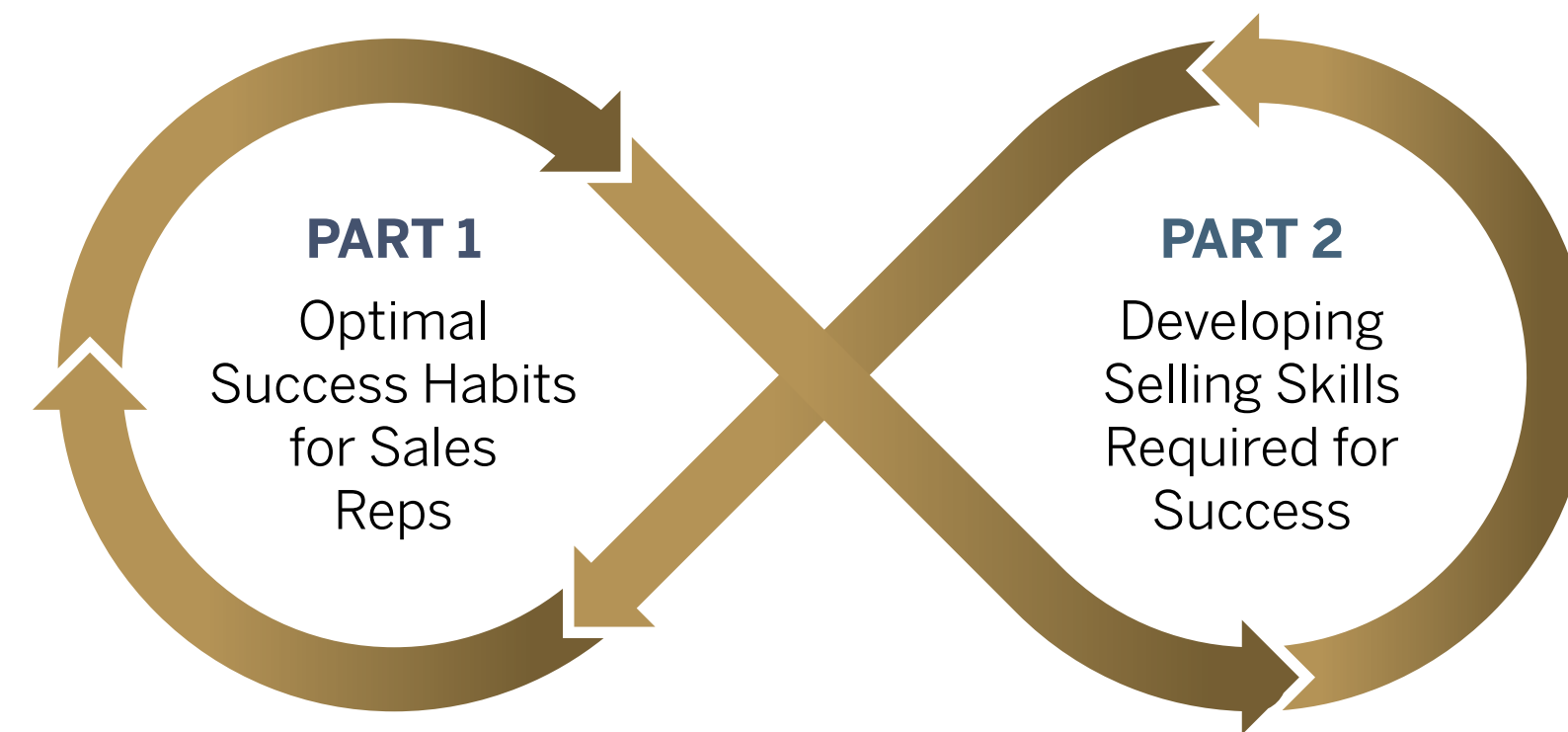
SALES EXECUTIVE TRAINING

Build a confident, skilled and self-directed sales force – equipped to perform in the current environment

PROGRAMME SUMMARY

SALES SKILLS ACCELERATOR

The Sales Skills Accelerator is a 2-part course designed to develop and strengthen self-management aspects and key selling skills critical for delivering consistent sales results.



FLEXIBLE DELIVERY
Consultant-led online or in-person training



FLEXIBLE PROGRAMME DESIGN
Select Part 1 and/or Part 2

CUSTOMER RESULTS

How our Sales Skills training programmes deliver ROI



PROBLEMS ADDRESSED

- 1 Average, below-average or inconsistent sales performance
- 2 Sales Reps battling to perform in the new world of remote selling
- 3 Recently re-structured teams where there is a need to establish a new, shared understanding of best practice
- 4 Inefficient time management skills result in wasted focus on low-yield activities
- 5 Sales Reps selling on features and benefits who struggle to communicate value to their customers

DELEGATE LEVEL

- New Sales Reps
- Experienced Sales Reps who have not had formal – or recent – training in self management and sales skills



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- Part 1 Outcomes:
Success Habits for Sales Success
- Part 2 Outcomes:
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PART 1: SALES SKILLS ACCELERATOR

SUCCESS HABITS FOR SALES SUCCESS

As we all try to find balance in an uncertain world, mental resilience has never been more important. This is especially critical in selling, where your frontline team needs to project confidence and remain productive to deliver results.



In today's dynamic world, Sales Reps require guidance and training with specific assistance around mindset, motivation, self-confidence, and time-management.



PART-1 OUTCOMES

1. How to develop and maintain a positive attitude, manage stress and adapt to the current environment of uncertainty
2. Essential time management skills & frameworks to prioritise revenue-generating activities
3. Self-discipline for efficiency and effectiveness
4. Tactics to strengthen confidence and mental resilience in a sales environment
5. Build powerful habits for sales success

ONLINE PROGRAMME DELIVERY

1. One or two 4-hour Online Consultant-led Workshops
 2. Interactive online knowledge transfer and exercise sessions
 3. Consultant-led Implementation Plan Development
- *Call us to discuss in-person training options*

MORE INFORMATION

Contact us to obtain further details on our programmes and rates:

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PART 2: SALES SKILLS ACCELERATOR

SALES SKILLS FOR SUCCESS IN THE NEW NORMAL

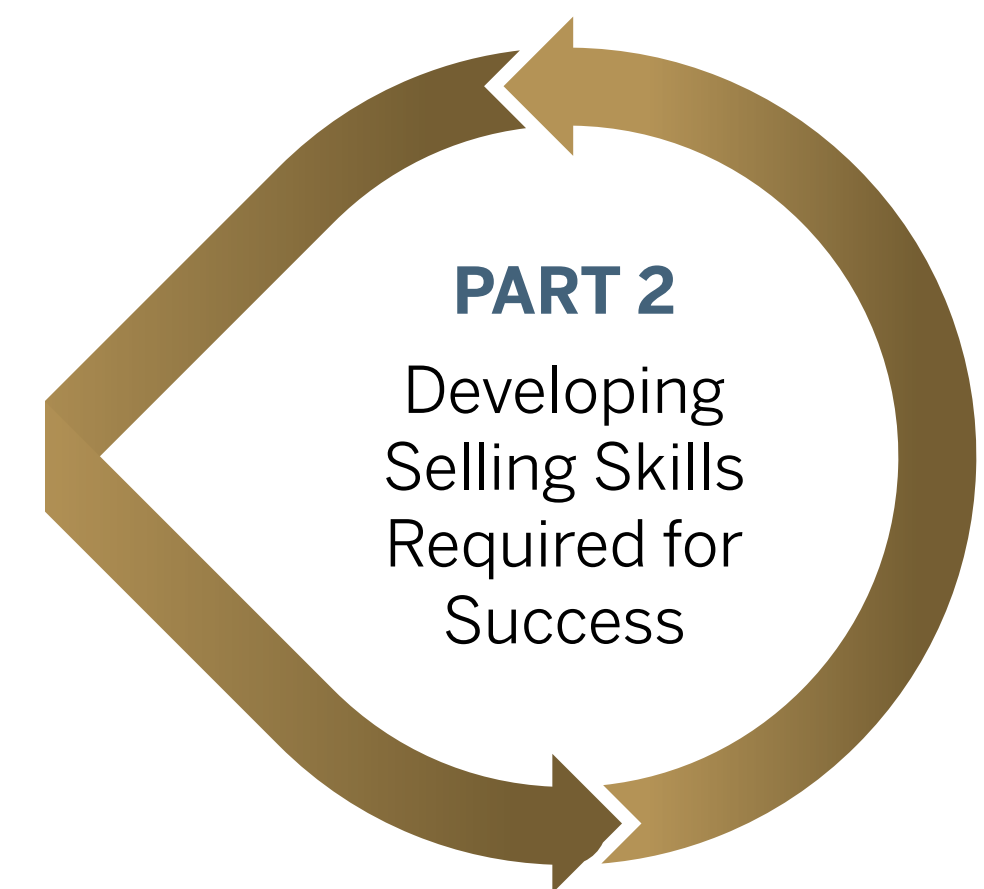
In an extremely disrupted environment, it's critical to equip your sales team with the knowledge and skills they'll need to be successful at selling in a tough, online world. RevenuePartners provides purpose-built training to upskill sales teams to be productive and successful today.



To be more effective, Sales Reps require specific assistance around selling skills to strengthen their ability to close deals at a distance.

PART-2 OUTCOMES

1. Sales tools to assist a remote Salesforce secure more appointments
2. A process to quickly create relevance and overcome objections through value selling
3. A methodology to articulate business value in a changing world
4. Improve quality of service and proactivity as a personal differentiator to acquire and retain accounts



ONLINE PROGRAMME DELIVERY

1. One or two 4-hour Online Consultant-led Workshops
 2. Interactive online knowledge transfer and exercise sessions
 3. Consultant-led Implementation Plan Development
- Call us to discuss in-person training options

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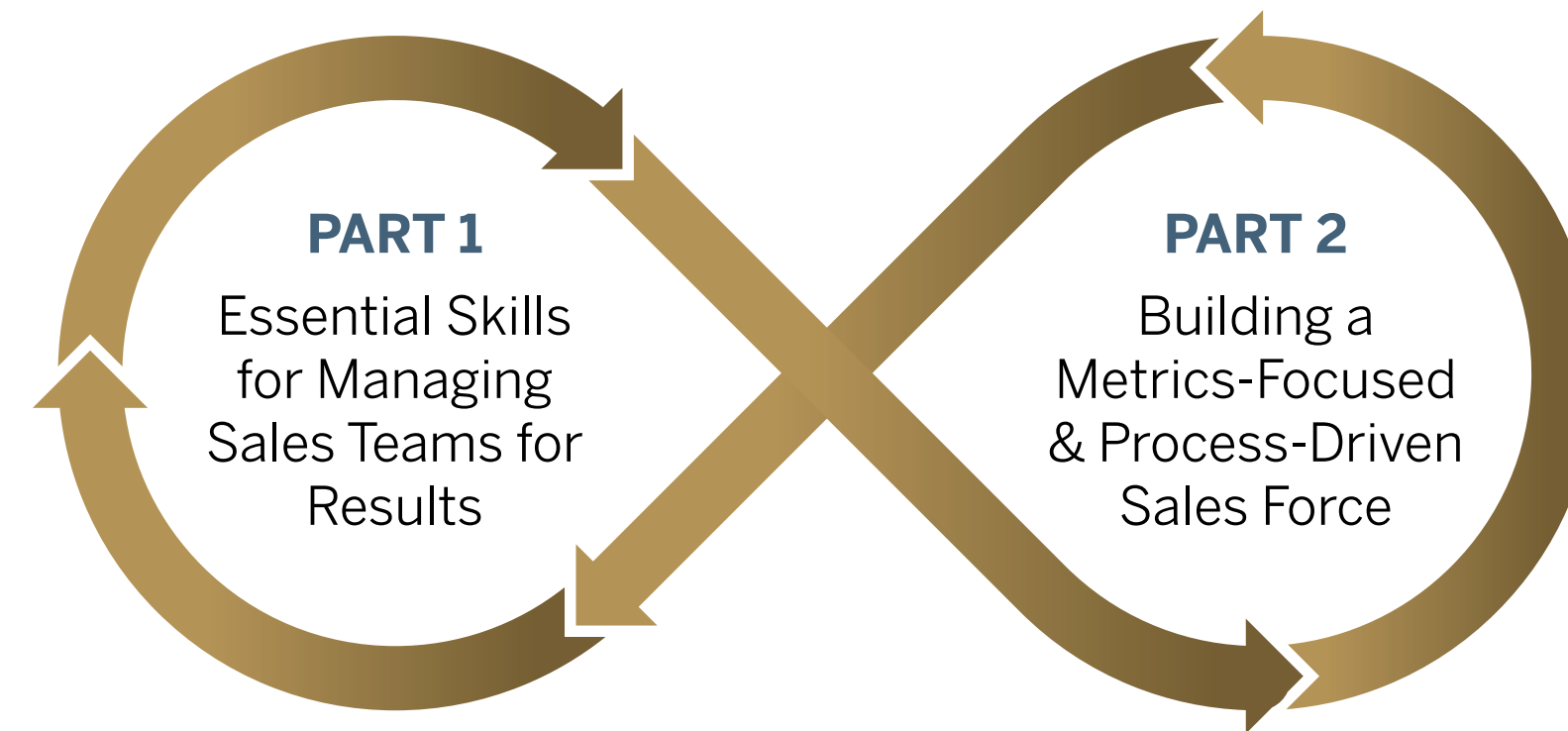
SALES MANAGER TRAINING

Optimising Sales Manager skills for delivering sales targets in an increasingly complex environment

PROGRAMME SUMMARY

SALES MANAGER PRO

This 2-part course is designed to expand and strengthen the critical aspects of a Sales Manager's role. The information and insights condensed in this course could take years to learn on the job by trial-and-error.



FLEXIBLE DELIVERY

Consultant-led online or in-person training

CUSTOMER RESULTS

How our Sales Manager training programmes deliver ROI



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– Part 1 Outcomes:
Management Skills to Drive Today's Sales Teams

– Part 2 Outcomes:
Managing Key Sales Activities & Delivering Outcomes

– COACHING PRO

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PROBLEMS ADDRESSED

- 1 Fine-tuning required on the full set of sales management skills to deliver target mandates in increasingly complex environments
- 2 Inability to deal with the competing priorities in managing a Remote Salesforce
- 3 Not familiar with managing the activities of a Remote Salesforce
- 4 Lack of remote deal navigation experience
- 5 Lack of Salesforce confidence in Sales Management's ability to support their changing world.

DELEGATE LEVEL

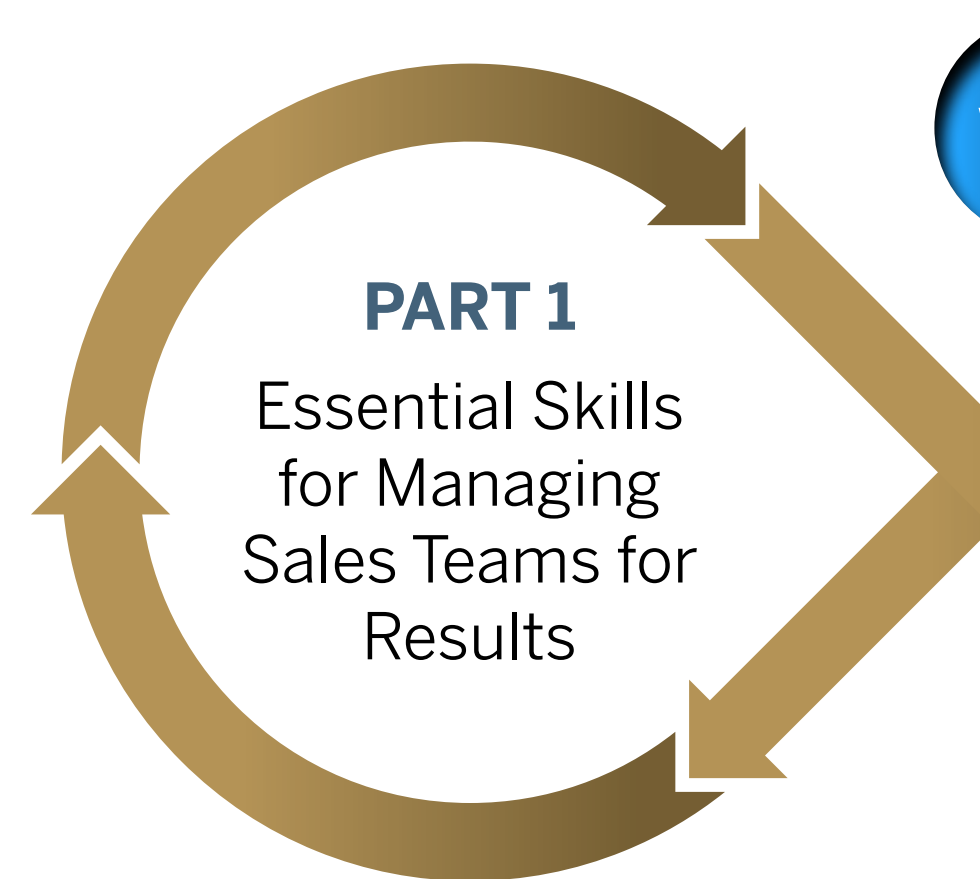
- Experienced Sales Managers who have not had formal or recent sales management training
- New Sales Managers
- Business Owners looking to build sales team capacity



PART 1: SALES MANAGER PRO

MANAGEMENT SKILLS TO DRIVE TODAY'S SALES TEAMS

Sales Managers have an out-sized impact on the performance of their teams. Effective Sales Managers are able to help Sales Reps who are doing poorly to improve, and to help those who are performing well to achieve more. This training equips Sales Managers to effectively manage their team to drive improvements.



WHY?

Today's Sales Managers require guidance, training, and coaching with specific assistance around leading dynamic sales teams.

PART-1 OUTCOMES

1. Time management to radically improve personal and team efficiency and effectiveness in a remote sales environment
2. Identification of key focus areas that drive revenue
3. Build a positive, engaged and self-directed sales team

ONLINE PROGRAMME DELIVERY

Core modules, led by a Master Consultant:

1. Two 4-hour Online Consultant-led Workshops
 2. Interactive Online knowledge transfer and exercise sessions
 3. Consultant-led Implementation Plan Development.
- Call us to discuss in-person training options

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PART 2: SALES MANAGER PRO

MANAGING KEY SALES ACTIVITIES & DELIVERING OUTCOMES

Now more than ever, companies are having to achieve more with less. Sales Teams that lack focus and drive around the key revenue-generating activities that will move the needle, pose a significant liability. This training equips managers with the acumen and skills necessary for building a metrics-focused, results-producing sales team.



To be effective, Sales Managers need to be driving the right activities on the right opportunities to improve the results of their sales team.



PART-2 OUTCOMES

1. Tools to increase success rates in a remote sales environment
2. Understand the 4 key levers that managers can leverage to move the needle
3. A framework to effect changes in a challenging environment

ONLINE PROGRAMME DELIVERY

1. Two 4-hour Online Consultant-led Workshops
2. Interactive online knowledge transfer and exercise sessions
3. Consultant-led Implementation Plan Development
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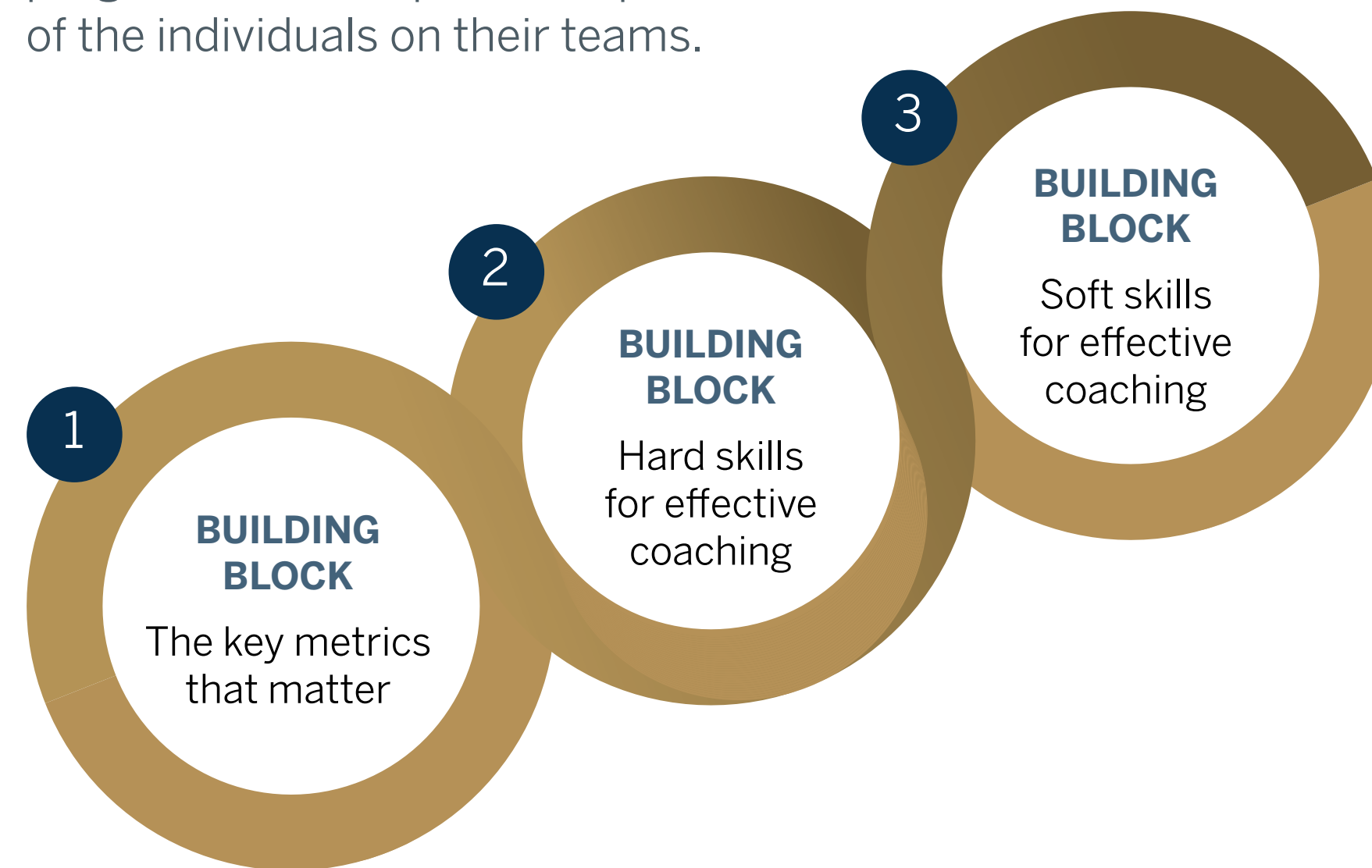
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PROGRAMME SUMMARY

COACHING PRO

The Coaching Pro for Sales Managers course is designed to equip sales managers with the hard and soft skills, as well as frameworks needed, to implement effective, scalable coaching programmes to improve the performance of the individuals on their teams.



CUSTOMER RESULTS

How our Sales Manager Coaching programme deliver ROI



PROBLEMS ADDRESSED

- 1 Sales Reps' activities are not translating into deals
- 2 'Coaching conversations' are typically informal feedback sessions post sales meetings
- 3 Your Sales Managers have not been formally trained on how to coach reps

DELEGATE LEVEL

- New and experienced frontline Sales Managers responsible for leading sales teams and delivering on revenue targets



FLEXIBLE DELIVERY

Consultant-led online or in-person training

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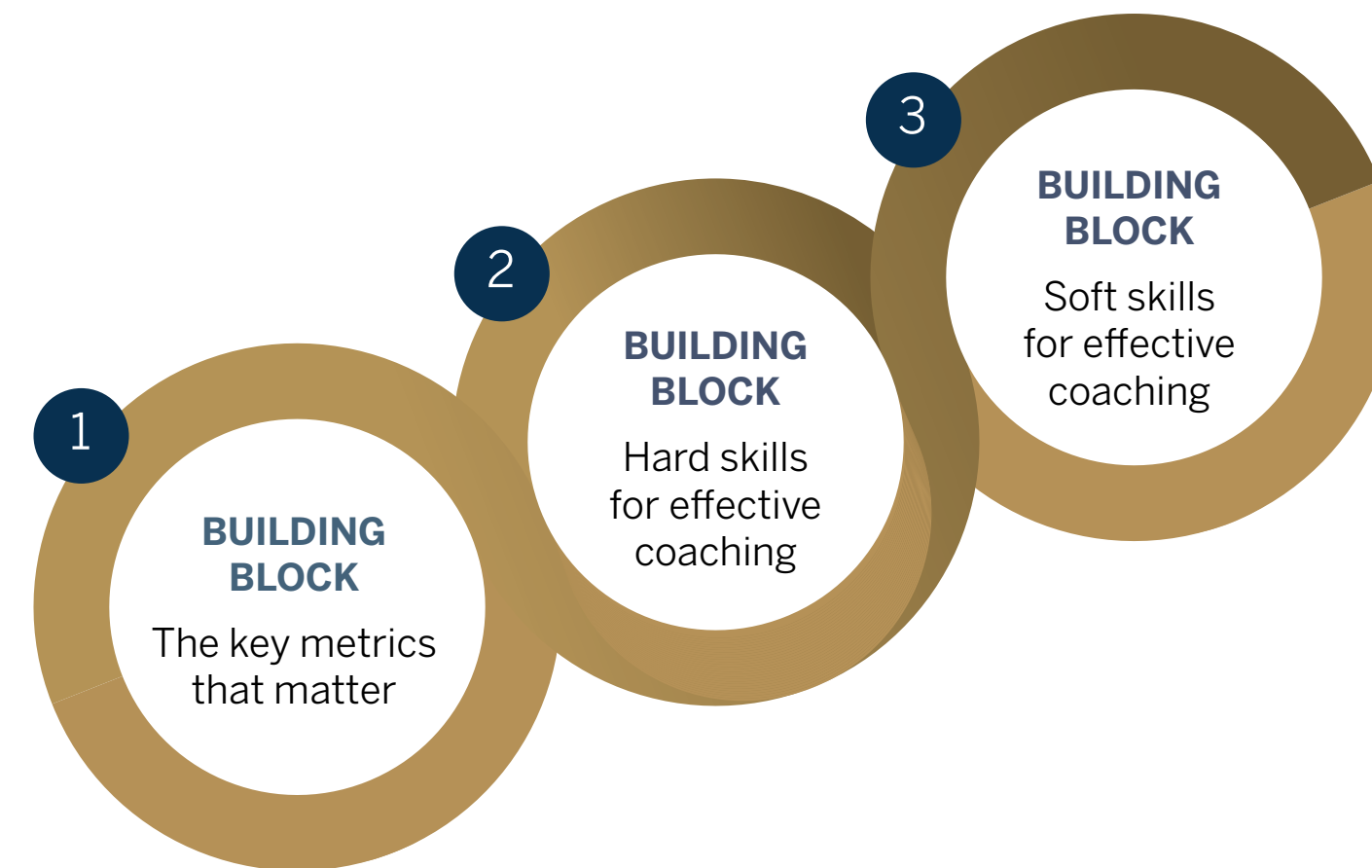
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COACHING PRO

COURSE OUTCOMES

This course is designed to equip Sales Leaders with the framework and skill-set required to methodically coach their Sales Reps to improved performance.



WHY? Sales Managers must ensure their time and energy spent with under-performing Sales Reps translates into improved results – and yet most Sales Managers have not been adequately equipped.

PROGRAMME OUTCOMES

Metrics	1. Metrics-based coaching linked directly to pipeline activities and results
Hard Skills	2. How to structure, conduct, record and follow-up on coaching sessions
	3. A framework to detect when to focus on skills development and when to focus on attitude adjustments
	4. Tools to identify which Sales Reps to train on which skills
	5. The knowledge required to be proactive rather than reactive in coaching interventions
Soft Skills	6. Techniques to strengthen a manager's ability to listen, build trust and effectively coach their team
	7. Techniques to make informal 'in the moment' coaching more effective

PROGRAMME DELIVERY

1. Two 4-hour Online Consultant-led Workshops
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ADDITIONAL SUPPORT SERVICES

INTEGRATED PROGRAMMES FOR REAL RESULTS & LASTING CHANGE

RevenuePartners builds bespoke, tailor-made programmes to assist our customers in implementing and embedding learnings in their organisations over an extended period of time to ensure results.

IMPLEMENTATION SUPPORT OPTIONS

RevenuePartners offers a range of additional services designed to optimise ROI for companies that purchase In-House Training and/or a Sales Engagement Process Design solutions.



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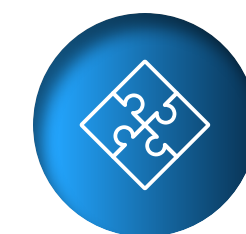
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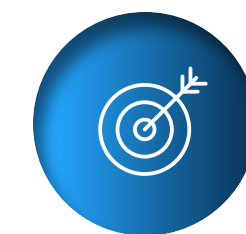
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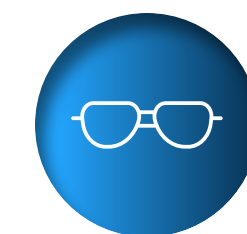
CUSTOMISATION

Selected courseware and terminology can be **tailored for in-house course delivery**, to ensure the content is 100% aligned to our customers' selling environment and challenges.



DEPLOYMENT

Our consultants run **Deployment** sessions with managers following training to assist them to prioritise key course learnings for implementation and align those learnings with existing systems, processes and terminology. RevenuePartners also runs **Deployment** sessions with the broader team for adoption of selected learnings.



30-DAY REVIEW & IMPROVEMENT PLANS

Most case studies highlighting how our customers outperformed the market included **30-Day Reviews and Improvement Plan** sessions. In these sessions our consultants review pre-agreed **revenue and activity metrics** to deliver on the company's revenue goals and then map improvement and commitment plans for the up-coming 30-days with the customer.



REFRESHER TRAINING

Refresher sessions for a period of 3, 6 or 12 months following initial training are designed to cement learnings. These sessions **refresh** key concepts, assist delegates to embed learnings in their daily processes and **workshop 'real-life' challenges**.

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LET'S DISCUSS TRANSFORMATIVE SALESFORCE TRAINING

OVERCOME SALESFORCE CHALLENGES & LOSSES HERE'S HOW


- Growth-focused leaders recognise that staff are the vital link between strategic plans and budget attainment
- They understand without good Sales Managers and Sales Reps, budget delivery on a strategic plan is a non-starter
- They equip their teams to manage and sell within today's challenging environment



A TAILORED SOLUTION

Contact us for training solutions that equip your Sales Managers and Reps with the skills they need to compete today.

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