



Sales

Course Catalogue

January 2020

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- High-Impact E-learning
- Simulations

High-Impact E-learning

Scenario based courses using real world situations

At Sales Academy, we have invested a lot of time and effort developing the very best E-learning courses in the market for sales training. Our advanced visual and instructional design is based on cognitive load principles, the most researched theory for learning and brain, making learning significantly more effective. Science does matter.

- **Limits the use of short-term memory**
- **Knowledge is absorbed fast & with less effort, flowing fluently to the long-term memory.**
- **Learners like it**



Courses are fun to follow and continuously receive excellent learner ratings, often higher than that of traditional classroom training. But perhaps more importantly, the courses also have a similar learning effect to classroom seminars. A conclusion clearly backed up by research.

Ask for our white paper for more information.

As truly active learning, the scenario based E-learning puts learners in recognizable day-to-day situations and encourages them to actively apply their knowledge and practice their skills. Sound simple? It's not. The design and development time needed to build such 'High-Impact' E-learning courses is 5 to 10 times more than more traditional forms of E-learning.

This considerable investment in next generation learning design and development is well worth the effort:

- **Learners find the courses engaging and remain attentive**
- **Learners understand course structures & content four times faster and better**
- **The courses have a similar learning effect as a class seminar**

E-learning courses

*Courses with * are in development*

Getting Started

AA1001 Fundamental Online - 30'	Five-step Sales Process	<ul style="list-style-type: none"> - An introductory level course teaching the five step sales process to implement throughout the entire sales cycle. The process includes Prepare, Rapport, Discovery, Solution, and Close.
PA1001 Fundamental Online - 30'	Procurement processes	<ul style="list-style-type: none"> - Learn how procurement and strategic sourcing works at blue chip companies from the procurement experts. - Gain insights into the procurement process to understand how to improve your chances of winning Requests for Proposals (RFPs).

Competence 'Database Management (CRM)'

CR1001 Fundamental Online - 30'	Introduction to CRM	<ul style="list-style-type: none"> - An overview of the concepts of Database Management. - Designed to immerse learners in the material so they can develop a deeper understanding in the subsequent course(s).
CR1002 Intermediate Online - 30'	CRM Essentials	<ul style="list-style-type: none"> - A course on the essential concepts of Database Management. - Designed to provide learners the knowledge and skills necessary to effectively perform beginner level database management activities such as prioritizing accounts and developing structured call lists.
CR1003 Intermediate Online - 30'	Ranking Relationships	<ul style="list-style-type: none"> - A course designed to help learners who are proficient in basic Database Management skills become familiar with additional approaches to Ranking Relationships. - The course teaches learners how to examine individual relationships within key accounts based on objective principles and implement a consistent ranking system throughout their database.
CR1004 Advanced Online - 30'	Developing a Contact Strategy	<ul style="list-style-type: none"> - A course intended to provide learners with the core skills necessary to effectively perform database management. - The course teaches the skills necessary to maximize relationships by developing a contact strategy.
CR1005 Advanced Online - 30'	CRM Cleanup	<ul style="list-style-type: none"> - A practically oriented course designed to provide learners with real-time skills necessary to perform database management skills at a high level by Database Cleanup. - The course teaches learners concepts that can be applied to the daily routine to immediately impact productivity.
CR1006 Advanced Online - 30'	Developing an Accurate Forecast	<ul style="list-style-type: none"> - A course designed to help learners develop the precise skills necessary to conduct database management by developing an accurate forecast. - Upon completing the course, learners will know how to forecast to progress their accounts at a high level.

Competence 'Prospecting'

PR1001 Fundamental Online - 30'	Prospecting Toolkit	<ul style="list-style-type: none"> - An overview of the concepts of prospecting, ranging from beginner to advanced. - Designed to immerse learners in the material so they can develop a deeper understanding in the subsequent course.
PR1002 Intermediate Online - 30'	Prospecting Fundamentals	<ul style="list-style-type: none"> - A course on the fundamental concepts of prospecting. - Designed to provide learners with the skills necessary to effectively perform beginner level prospecting activities such as researching the market, building their network, developing leads, and implementing successful habits. - The learner will also be able to develop a value proposition after taking this course.
PR1003 Intermediate Online - 30'	From Cold Call to Client Meeting	<ul style="list-style-type: none"> - A course designed to help learners who are proficient in basic prospecting skills become familiar with additional approaches to cold calling vs. warm calling. - The course teaches learners specific strategies for calling on prospective clients with whom they have no relationships and contacts with whom they have previous relationships. - After completing this course, learners will have improved their ability to turn prospecting calls into potential client meetings.
PR1004 Intermediate Online - 30'	Demonstrating Knowledge	<ul style="list-style-type: none"> - A course intended to provide learners with the core skills necessary to effectively perform prospecting. - The course teaches how to use knowledge of your own company, prospect knowledge, and industry knowledge to build trust. - It demonstrates the principle that the more a prospect sees you as an expert, the more likely it is that he or she will want to meet with you, and ultimately, buy from you.
PR1005 Intermediate Online - 30'	Developing a Script	<ul style="list-style-type: none"> - A practically oriented course designed to show learners how to improve their prospecting calls by developing a script. - Learners will see a good script demonstrated and be given the tools and a template to develop their own. - Learners will see how a script provides focus, allows them to guide the conversation to their desired outcome and means that they will not forget to ask important questions.
PR1006 Advanced Online - 30'	Gaining Referrals	<ul style="list-style-type: none"> - Many sales representatives limit themselves to a traditional referral model and miss opportunities. This course teaches the five skills for gaining referrals and the three referral types to ask for.
PR1007 Intermediate Online - 30'	Leaving Effective Voicemails and Written Communication	<ul style="list-style-type: none"> - Effective voicemails, including 'the hook'. - Using email templates and writing professional emails. - Including a call to action on emails. - Social media use.
MR1002 Intermediate Online - 30'	Market Research Fundamentals	<ul style="list-style-type: none"> - An introductory course on the fundamental concepts of Market Research. The course is designed to provide learners the knowledge and skills necessary to effectively perform beginner level market research activities such conducting contact, company and industry research.

Competence 'Meeting Management'

<p>MM1001 Intermediate Online - 30'</p>	<p>Building an Effective Meeting Agenda</p>	<ul style="list-style-type: none"> - Begin with the end in mind (desired outcome), know the purpose, plan the agenda; prepare participants with responsibilities, homework, or actions. Invite right people; plan right time.
<p>MM1002 Intermediate Online - 30'</p>	<p>Dealing with Common Meeting Problems</p>	<ul style="list-style-type: none"> - The course is designed to provide learners the knowledge and skills necessary to understand the warning signs for a meeting conflict and how to handle the conflict with the three steps of depersonalization.
<p>MM1003 Intermediate Online - 30'</p>	<p>Dealing with Difficult Personalities</p>	<ul style="list-style-type: none"> - In this course the Learner is shown how to deal with difficult personalities by identifying Dominators and Silent Participants taking part in meetings as well as how to Profile and Prime participants for a balanced meeting.
<p>MM1004 Intermediate Online - 30'</p>	<p>Conducting Effective Virtual Meetings</p>	<ul style="list-style-type: none"> - In this course the Learner is shown how to prepare for meetings and send proper invites. They are shown the need to check preparations such as checking how the camera works as well as managing background noise and the use of effective visuals.

Competence 'Active listening'

AL1002 Intermediate Online - 30'	Active Listening Essentials	<ul style="list-style-type: none"> - An introductory course on the essential concepts of Active Listening. Many salespeople are losing sales because they do not remember over half of what they hear. The course is designed to provide learners the knowledge and skills necessary to effectively perform beginner level active listening activities such as deferring judgment and creating appropriate responses. The course covers both verbal and non-verbal signs of active listening.
AL1003 Intermediate Online - 30'	Using Active Listening to Gain clarity	<ul style="list-style-type: none"> - A course designed to help learners who are proficient in basic active listening skills become familiar with additional approaches to asking for clarification. In this course learners see how to ask clarifying questions, paraphrase, provide feedback, and to avoid imposing solutions too early in the process. The course teaches learners how to ask strategic questions to gain insight on key points and keep clients engaged.
OO1001 Fundamental Online - 30'	Overcoming Objections - Process	<ul style="list-style-type: none"> - An overview course designed to help learners understand the meaning behind a prospect's objection. Many sales representatives can skip crucial steps when a prospect has an objection leading them to feel like they are not being heard and ultimately lose a sale. This course teaches the five step process to handling an objection.
OO1002 Intermediate Online - 30'	Overcoming Objections - Essentials	<ul style="list-style-type: none"> - This introductory course provides learners with fundamental techniques for overcoming objections. After all, the salesperson's value comes from being able to turn a 'no' into a 'yes'. Learners will be able to determine what an objection truly is rather than what it appears to be on the surface. Then, they will be able to apply proven techniques to overcome objections in order to move the sale forward.
OO1003 Intermediate Online - 30'	Overcoming Price, Competition and Timing Objections	<ul style="list-style-type: none"> - A novice level course that provides the tactics used to handle the top three objections - price, competition, and time. Upon completing the course, learners will know how to handle these objections and progress the conversation to the next step.

Competence 'Presenting'

<p>PS1001 Fundamental Online - 30'</p>	<p>Presenting Overview</p>	<ul style="list-style-type: none"> - An overview of the concepts of presenting, ranging from beginner to advanced. - The course is designed to immerse learners in the material so they can develop a deeper understanding in the subsequent course.
<p>PS1002 Intermediate Online - 30'</p>	<p>Persuasive Presentation Outline</p>	<ul style="list-style-type: none"> - The course is designed to provide learners the knowledge and skills necessary to effectively perform beginner level presenting activities such as creating a presentation outline that persuades the audience to take action.
<p>PS1003 Intermediate Online - 30'</p>	<p>Confidence Counts</p>	<ul style="list-style-type: none"> - A novice level course designed to help learners who are proficient in basic Presenting skills become familiar with additional approaches to Tell Them, Tell Them, Tell Them. The course teaches learners how to refine their sales presentation to use an introduction, body, and conclusion with relevant information to reinforce their sales presentation.
<p>PS1004 Intermediate Online - 30'</p>	<p>Visuals that Impress</p>	<ul style="list-style-type: none"> - An intermediate level course on the concepts of using visual aids and handouts to enhance the presentation and impress your audience to move them quicker to action.
<p>PS1005 Advanced Online - 30'</p>	<p>Spice Up Your Presentation</p>	<ul style="list-style-type: none"> - An advanced level course designed to help learners make their presentations more interesting by effectively using analogies, adding humor, repeating yourself, and involving your audience. Upon completing the course, learners will know how to build and use stories to progress their accounts at a high level.
<p>PS1006 Advanced Online - 30'</p>	<p>Executive Presentation Skills</p>	<ul style="list-style-type: none"> - An advanced level course on presenting to executives that focuses on presentation structure appealing to a high level audience.

Competence 'Negotiation'

NG1001 Fundamental Online - 30'	Fundamentals of negotiation	<ul style="list-style-type: none"> - An overview of the concepts of Negotiation, ranging from beginner to advanced. - Includes application of BATNA, ZOPA, walkaway points, critical issues, issues to trade, etc.
NG1002 Intermediate Online - 30'	Negotiation Process	<ul style="list-style-type: none"> - Designed for the novice negotiator, but with new insights demonstrated in a real scenario that could benefit the advanced negotiator as well. - A practical look at the five stages of negotiation, and what a skilled negotiator must do during each stage of the negotiation.
NG1003 Intermediate Online - 30'	Managing Competing Interests	<ul style="list-style-type: none"> - The course teaches learners how to assess the differences between both parties in the negotiation and develop strategies to propose mutually beneficial solutions. - Learners will see how to separate people from the problem, focus on interests, not positions, generate option for mutual gain and how to use a neutral position.
NG1004 Intermediate Online - 30'	Concession Strategy	<ul style="list-style-type: none"> - In a negotiation there is a give-and-take between a sales representative and a prospect in order to reach an agreement. - This course teaches how knowing what you want and what your willing to give will improve your chances of closing a sale. - The course also covers the timing and order of your concessions.
NG1005 Intermediate Online - 30'	Establishing Goals	<ul style="list-style-type: none"> - Establishing Goals is a practical course that demonstrates how to set goals in a negotiation. - Learners will be placed in a real life scenario - viewing the action from the perspective of a wholesaler selling to retailers. - They will see how to use the SMART criteria to set goals and then how setting SMART goals applies to a negotiation. - Learners will be challenged to consider the other side's goals as well as their own.
NG1006 Intermediate Online - 30'	Walking Away	<ul style="list-style-type: none"> - A novice level negotiation course designed to help learners know when and how to walk away from a negotiation. - You must consider multiple options – not only price – and be prepared with the knowledge of what point you will need to walk away.
NG1007 Advanced Online - 30'	Using NLP to Negotiate	<ul style="list-style-type: none"> - An advanced courses that shows you how to use human biases in your favor to make the sale.
NG1008 Advanced Online - 30'	Managing Key Stakeholders	<ul style="list-style-type: none"> - An advanced course that shows how to use stakeholders and navigate the political landscape at the client's side to influence high value sales.

Competence 'Account Management'

<p>AM1001* Intermediate Online - 30'</p>	<p>Building a Client Strategy</p>	<ul style="list-style-type: none"> - This course teaches Account Managers how to prepare for interactions with new clients. This preparation includes how to transfer the relationship from Business Development. By collecting the correct client data, you are able to build a solid strategy that delivers on the client's expectations.
<p>AM1002* Intermediate Online - 30'</p>	<p>Revenue Retention</p>	<ul style="list-style-type: none"> - This course shows how to retain and upsell a client's revenue through Quarterly Business Reviews. These reviews use Key Performance Indicators as talking points. The learner will understand how to communicate as an industry expert in order to be a key resource for the client.
<p>AM1003* Intermediate Online - 30'</p>	<p>Cross Sell and Upsell</p>	<ul style="list-style-type: none"> - This course focuses on maximizing client revenue by increasing offerings to clients through cross sell and upsell opportunities. This involves a gap analysis, team selling, and developing an Impact Value.
<p>AM1004* Intermediate Online - 30'</p>	<p>Customer Retention</p>	<ul style="list-style-type: none"> - This course focuses on supporting the long-term retention efforts with your clients through client rewards, partnerships, reframing complex objections, and creating team collaborations.

Competence 'Closing'

CL1001 Fundamental Online - 30'	Closing Checklist	<ul style="list-style-type: none"> - An introductory course intended to provide learners with an overview of the six areas that need to be considered before closing a sale.
CL1002 Intermediate Online - 30'	Closing Essentials	<ul style="list-style-type: none"> - An introductory course on the essential concepts of Closing. The course provides learners with the skills necessary to effectively perform beginner level closing activities such as connecting needs with value, securing commitment by providing options and asking for the business in addition to other best practices in closing.
CL1003 Intermediate Online - 30'	Asking for Business	<ul style="list-style-type: none"> - An intermediate level course intended to provide learners with the core skills necessary to effectively perform closing. The course teaches learners how to initiate the transition from negotiation to closing by asking for business.
CL1004 Intermediate Online - 30'	Embrace the No	<ul style="list-style-type: none"> - This course is designed to help learners develop the skills necessary to close a sale despite a "no" response from a prospect. Upon completing the course, learners will know how to embrace the "no" to progress their accounts at a high level.
CL1005 Advanced Online - 30'	Don't Take the First Answer from the Buyer	<ul style="list-style-type: none"> - An advanced level course designed to help learners know when not to take the first answer from the buyer. Rather, challenge the prospect's way of thinking by using a the Challenger Selling Model - teach, tailor, take control. Learners will know how to close a sale in a non-aggressive way while applying pressure to the decision-making process.
CL1006 Advanced Online - 30'	Using Bias in Sales	<ul style="list-style-type: none"> - An advanced course that shows how to use human biases in your favor to make the sale. The course teaches learners how to understand the four common types of sales bias and use it to influence the buying decision.

How do you rate the e-learning?

Sales Academy learners say:



Learning Effect

request a copy of our white paper for more information



Simulations

Apply your skills in real scenarios

Sales Academy's latest innovation is a catalogue of 15-minute online simulations.

- Online simulations build on what people have learned in their previous courses. Within each simulation, learners are placed in a scenario and asked to make decisions based on the situation they are presented with. These simulations provide learners with a safe environment to apply concepts and give immediate feedback on what options could have been more appropriate - as you would expect if you were working with a trainer.
- Like High-Impact E-learning, simulations are a unique product. Coupled with E-learning, this might be the most powerful and effective combination we can offer to our customers. From the comfort of your desk, practice your skills in a virtual environment before real money is on the line!

Prerequisites for simulations:

- The related High-Impact E-learning course (the third column in simulations catalogue)



AL9002	Does the Prospect Know I Am Listening	- AL1002 - Active Listening Essentials
AL9003*	Listen Up or Lose the Sale	- AL1003 - Using Active Listening to Gain clarity
CL9001	Complete the Checklist to Close the Client	- CL1001 - Closing Checklist
CL9002*	The Reluctant Buyer	- CL1002 - Closing Essentials
CL9003	Are You Ready to Close the Client	- CL1003 - Asking for Business
CL9004	"no"... Now What?	- CL1004 - Embrace the No
CL9005	A Buyer with Many Options	- CL1005 - Don't Take the First Answer from the Buyer
CL9006	The Hesitant Buyer	- CL1006 - Using Bias in Sales
CR9002	CRM Essentials	- CR1002 - CRM Essentials
CR9003	Ranking Relationships	- CR1003 - Ranking Relationships
CR9004	Developing a Contact Strategy	- CR1004 - Developing a Contact Strategy
CR9005	A Buyer with Many Options	- CR1005 - CRM Cleanup
CR9006	The Boss Want Numbers	- CR1006 - Developing an Accurate Forecast
MM9001	Stop Wasting Time in Meetings	- MM1001 - Building an Effective Meeting Agenda
MM9002	Take Control of the Meeting	- MM1002 - Dealing with Common Meeting Problems
MM9003	The Balancing Act of Difficult Personalities	- MM1003 - Dealing with Difficult Personalities
MM9004	A Virtual Meeting Gone Wrong	- MM1004 - Conducting Effective Virtual Meetings
NG9001	The Fundamentals of Negotiation	- NG1001 - Fundamentals of Negotiation
NG9003	The arrogant buyer	- NG1003 - Managing Competing Interests
NG9005	Establishing Goals	- NG1005 - Establishing Goals
NG9006	Walking Away	- NG1006 - Walking Away

NG9007	Sales Bias Advantage	- NG1007 - Sales Bias Advantage
NG9008	Managing Key Stakeholders	- NG1008 - Managing Key Stakeholders
OO9001	Overcoming Tough Objections	- OO1001 - Overcoming Objections - Process
OO9002	Prospecting Fundamentals	- OO1002 - Overcoming Objections - Essentials
OO9003	From Cold Calling to Client Meeting	- OO1003 - Overcoming Price, Competition and Timing Objections
PR9001	Prospecting Toolkit	- PR1001 - Prospecting Toolkit
PR9002	Prospecting Fundamentals	- PR1002 - ProspeHow to hand
PR9003	From Cold Call to client Meeting	- PR1003 - From Cold Call to Client Meeting
PR9004	Demonstrating Knowledge	- PR1004 - Demonstrating Knowledge
PR9005	Developing a Script	- PR1005 - Developing a Script
PR9006	Gaining Referrals	- PR1006 - Gaining Referrals
PR9007	Leaving Effective Voicemails and Written Communication	- PR1007 - Effective Communications
PS9001	Preparing the Presentation to Close the Sale	- PS1001 - Presenting Overview
PS9002	Prepare to be Persuasive	- PS1002 - Persuasive Presentation Outline
PS9003	Overcoming Nerves	- PS1003 - Confidence Counts
PS9005	Keep the Audience's Attention	- PS1005 - Spice Up Your Presentation



2. About Sales Academy

Who we are
What we do

About Sales Academy

Who we are

Sales Academy is a global training solutions provider, serving sales professionals in more than 100 countries. As digital learning experts, we specialize in 'up-skilling' sales staff to deliver a maximum increased efficiency, in line with our customer's commercial strategy. Because we are professionals with a passion for training, our high impact E-learning courses are truly action oriented.

With content signed off by leading academies, courses are hands-on and contain situations your people will be familiar with.

We know, because we have been there! With a long history of sales expertise, a culture of integrity, ambition and high energy, our mission at Sales Academy is to ensure you have fun and can put what you learn into practice ... making a difference in your organization. That will make us proud.

Truly global

Sales Academy currently operates from offices in Belgium, Germany, UK, Switzerland, USA, Dubai and Malaysia.

Our operations and support team is based in Mauritius.

A truly global organization serving an international customer base with decentralized sales departments. We are, where you are!

What we offer

Sales Academy is all about competence development through **role-based** training. Our focus is on global companies.

- Your people are trained for their individual roles ...using hands-on, world-class content and courses. Turning sales professionals into key players on your global team.

- Unlike traditional training providers who rely mainly on classroom training, we are primarily technology-driven and have the highest quality E-learning courses on the market as a basis for our learning plans.

Over 90% of learners find these courses fun and, thanks to the advanced learning design, they experience a learning effect similar to classroom training. Guaranteed! Ask to see our white paper for more information on the subject.

Where needed, the learning experience can be complemented with:

- **Simulations**
- **Webinars**
- **Workshops**

- Our portfolio of more than 200 courses covers the complete needs of a sales department, from strategic to tactical and operational levels.

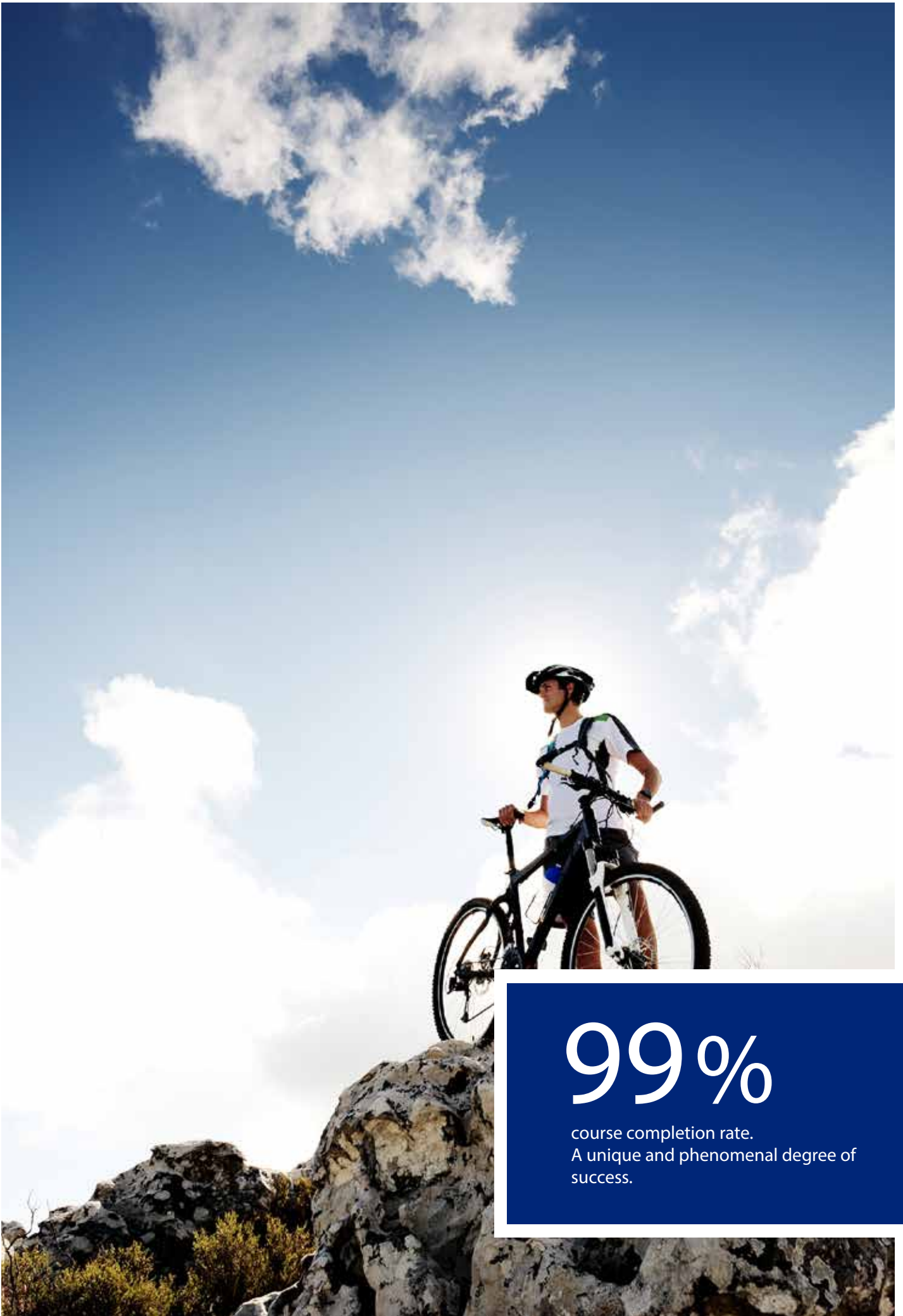
- Our *Program Management* offers a pro-active support team that closely monitors every learner's progress, helping individuals follow their intended course trajectory and learners stay up to date with their development plan.

This is backed by our 99% course completion success rate. A unique and phenomenal degree of success.

Our service offerings also include:

- **A Knowledge Portal** that contains a wealth of practical templates, relevant articles, white papers and videos.

- **Assessments**
- **Competence Model development**
- **Learning plan development**
- **Custom E-learning**



99%

course completion rate.
A unique and phenomenal degree of
success.



3. Our Core Services

- Role-based sales training
- Assessments
- Your Academy

Sales training brought to the next level

Role-based sales training ... spend your money wisely

Skilled sales professionals are a valuable asset to any company, as they will deliver a massive return. However they will need to be trained to acquire the necessary skills to do so.

The most effective **competence development** methodology is role-based training. Through this segmented approach to learning, you will train your sales staff to what is required for their role. Nothing more, nothing less. Following a competence model and after defining requirements for a number of roles, you will have a set of typical learning plans ... one per role.



Competences: / Roles:	Analyst	Operations	Marketing	Project Manager	Customer Service	Closer	Manager
1. Getting Started	Level 3	Level 3	Level 3	Level 2	Level 2	Level 3	Level 3
2. CRM Management	Level 3	Level 2	Level 2	Level 2	Level 2	Level 2	Level 3
3. Prospecting	Level 2	Level 1	Level 3	Level 1	Level 1	Level 1	Level 3
4. Meeting Management	Level 1	Level 2	Level 2	Level 2	Level 2	Level 1	Level 3
5. Questioning	Level 3	Level 3	Level 2	Level 3	Level 3	Level 3	Level 3
6. Active Listening	Level 3	Level 3	Level 2	Level 3	Level 3	Level 3	Level 3
7. Presenting	Level 2	Level 2	Level 3	Level 2	Level 2	Level 3	Level 3
8. Overcoming Objections	Level 2	Level 1	Level 3	Level 3	Level 3	Level 3	Level 3
9. Negotiation	Level 2	Level 2	Level 1	Level 3	Level 3	Level 3	Level 3
10. Closing	Level 1	Level 1	Level 1	Level 1	Level 1	Level 3	Level 3



Example Learning Plan for role 'Marketing'	
January - 2019	Market research Overview
April - 2019	Procurement Processes
July - 2019	Prospecting Toolkit
October - 2019	Overcoming Objections Essentials
January - 2020	Open vs Closed Ended Questions
April - 2020	From Cold Call to Client Meeting
July - 2020	Presenting Fundamentals
October - 2020	Identifying Decision Making Units
December - 2020	Tell Them, Tell them, Tell them
February - 2021	Handling Common Objections
May - 2021	Walking Away

Sales training brought to the next level

A role-based learning plan typically spans a 2 to 3 year period of regular training. At the end of the in-depth competence development program, successful learners receive a valuable certificate that formally recognizes their efforts and the progress they have made.



Role-based training is a structured and segmented training approach:

- You learn what is required for your role
- You will cover some competences in more depth using blended learning

Assessments

Companies and organizations may decide to assign a standard learning plan to all learners performing the same role (e.g. all senior analysts) or they may want to opt for an individual learning plan, following an in-depth assessment. At Sales Academy, we offer 3 options to assess your learning needs:

- A pioneering, objective online assessment consisting of multiple-choice questions.
- An online self-appraisal, in which buyers assess their own competences.
- A traditional assessment, through a consultant.

The online assessments are particularly effective in large organizations that have a dispersed sales team spread over many countries and/or locations but still need to assess and train their people in a structured and consistent manner.

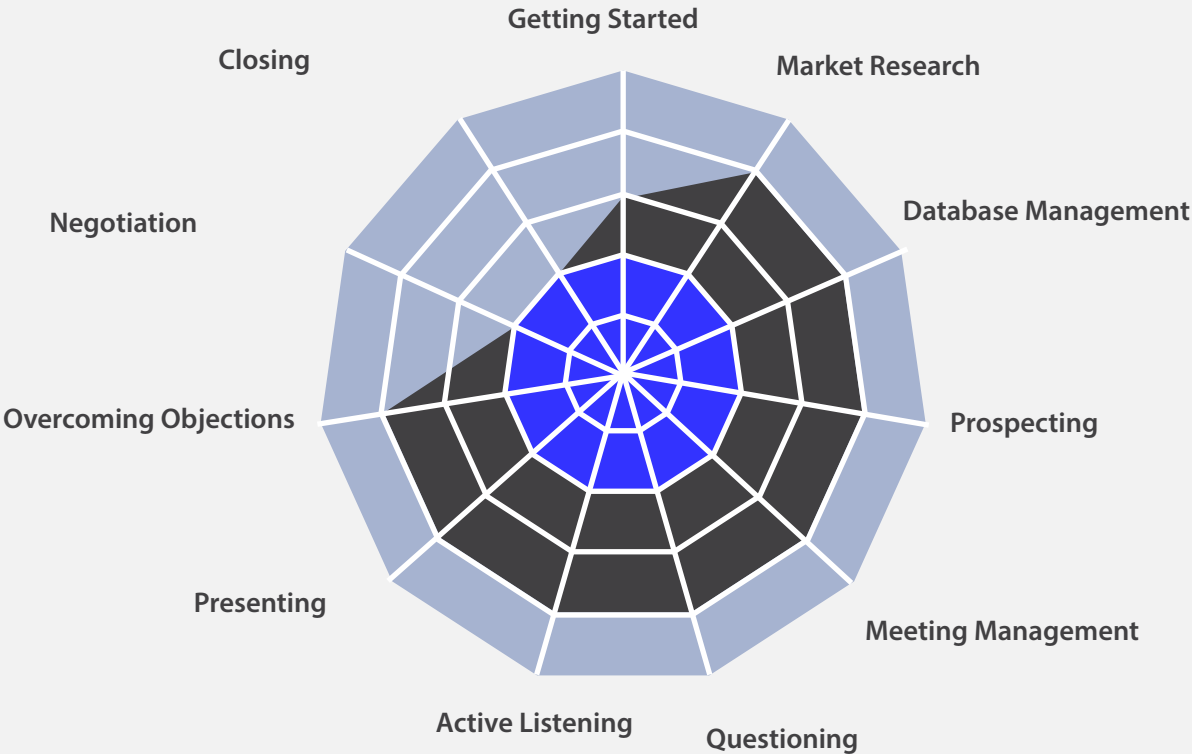
Following an assessment, the learner will receive a gap analysis report and a corresponding personal development plan.

You can decide to either:

- Assign a standard plan per role, or
- Start with an assessment, and then develop the learning plan per role based on a gap analysis.

Competence Model and gap analysis:

The basis for developing (individual) learning plans

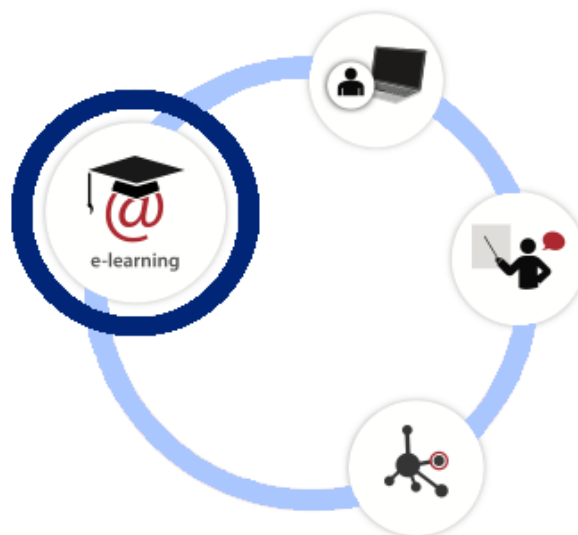


Your Academy

Superior training, tailored to your organization's needs

The combination of all learning plans forms the basis of a professional 'Your Academy', recognized as best practice in the training industry and the most effective way to sales effectiveness.

At Sales Academy we understand that no two organizations are the same.. We have the proven experience and flexibility to provide every organization with its own, uniquely crafted program to meet its specific objectives and challenges. Whilst the unique and well liked High-Impact E-learning courses remain the backbone of our training, we can also offer a series of other training delivery methods that will, where appropriate, further enhance the learning effect.



These include:

- **Webinars:** Fun and highly animated, these virtual application labs focus on how to apply learning from previous E-learning modules. If done well, an extremely powerful combination.
- **Workshops:** Instructor-led on-site workshops with world-class trainers, having delivered between 100-500 workshops! Quality remains important, also in the classroom.
- **Coaching projects:** implement your own projects with the help of a personal coach.

Instructor-led training? Yes:

- For competencies that require a higher proficiency level
- If team-building and networking are a training objective



Sales Academy

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