



Sales Effectiveness

Customized learning solutions
Transforming your individuals, teams and organizations

- How can you help your sales people exceed their sales targets this year and onwards?
- Are your sales people great door-openers but find closing difficult? How can you help them be more effective at every stage of the sale?



- How can you revitalize your sales team and inspire individuals to a higher level of performance?
- How can you help your sales people build relationships with customers quickly and effectively?
- Would you like to find a simple and effective way of assessing the strengths and challenges of your sales team so that you can develop a plan of action to accelerate their development?

Our Sales Effectiveness Solutions

Working in consultation with you, we develop and deliver Sales Effectiveness solutions that directly meet your organizational needs and objectives.

Our customizable Sales Effectiveness solution is an extensive programme of development for sales professionals which is designed to explore a sales person's mindset, capability and behavior at every stage of the sale.

You can customise the solution by integrating your own sales steps and methodologies through the program or you can work with the Insights model for Effective Selling.

Insights Model of Selling



The programme provide sales professionals with a unique insight into themselves and their customers and how this impacts on their sales success. We then build on this platform to illustrate how the learning can be applied throughout the entire sales process, helping sales people to surpass customer expectations and exceed their sales targets.

The Insights Approach to Sales Effectiveness

Our Sales Effectiveness solutions are supported by our two unique and complementary learning systems, Discovery and Navigator, which measure preference and capability.



The combination of these two learning systems threaded through our Sales Effectiveness portfolio provides sales professionals with a rich and inspirational learning experience to help them:

- Understand their preferred style, approach and capabilities at every step of the sale and focus on areas for improvement
- Explore the impact of their approach on different customer types and how to modify this to build increased rapport and more effective relationships
- Create individual action plans which accelerate the achievement of sales goals
- Increase contribution to their organization by exceeding sales targets
- Feel driven and energized to fulfil their sales potential

In House Delivery

Should you wish to empower your own people with the skills and knowledge to deliver Insights Sales Effectiveness solutions in-house, we'd be delighted to discuss this with you.

Insights Sales Effectiveness in Action: Client Case Study

Nuance

Need:

Nuance is one of the world's top travel retailers. With operations spanning five continents Nuance sets the industry standard by constantly monitoring, training and developing people at all levels of their operation through sales, coaching and management.

Solution:

In Insights, Nuance found a partner with a global reach who could manoeuvre the business' leadership style from one of sales management to sales coaching.

Insights created a fully integrated learning and development programme encompassing the areas of sales, coaching and leadership. This included an extensive 'train the trainer' initiative, enabling Nuance to take their learning in-house and embed it within the culture of the organization.

Impacting 2,500 employees across 12 countries and three continents, the programme helped individuals develop a greater understanding of themselves and their customers, thereby improving overall sales effectiveness.

Result:

Nuance's executive management team consider the Insights programme to be the first learning and development or change initiative to be successfully implemented across their global operation.

Insights has provided Nuance with a universal language for development that transcends boundaries, borders and structures. Performance management tools have been introduced to conduct quarterly reviews using Insights Discovery. The language of measures, targets and goal setting has been absorbed into fabric of relationships in a respectful and empowering manner.

Insights is a global learning and development company working in partnership with leading organizations across the world.

Our transformational learning solutions are supported by our extensive portfolio of customizable products and services. This portfolio, delivered by Insights' world-wide team of exceptional and inspirational people, helps our clients improve their effectiveness in five key areas:

- Individuals
- Teams
- Organizations
- Sales
- Leadership

Underpinning our learning solutions are two unique and complementary learning systems, Discovery and Navigator. These systems measure preference and capability and provide an engaging and accessible language for learning.

This language, threaded through our entire portfolio, enables our clients to experience rich, deep and inspiring learning solutions that enhance relationships, improve performance and change personal and professional lives forever.

"The cooperation with Insights to establish a globally consistent and highly effective programme to increase our sales techniques and coaching management culture has been a real success.

Insights delivered the training directly and also transferred the knowledge effectively to our internal training staff. Although this training and coaching have only been one part of our strategy to overcome the serious business challenges we faced, it had a significant impact and it was the one aspect which our employees appreciated most!

Because of the good and successful working relationship with Insights, we have introduced the Insights Transformational Leadership programme for our senior management team. At the same time we created follow-up training programmes for our sales staff and first line managers"

the  **Nuance** group

Simon Dawson,
Executive Vice President, Human
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The Nuance Group



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