

Sales Skills



INTUITION

WINNING WITH RELATIONSHIP SELLING.

THE CHALLENGE

“Overall sales are significantly below target....”

“Aside from a few star performers most of our Sales team are not delivering....”

“We are due to launch a major new product and need a step change in our Sales performance....”

THE SOLUTION

These are challenges faced by many Business Heads. Intuition’s Sales Skills training provides an end-to-end sales process that enables Sales teams to achieve enduring success. Post-programme we will deliver an insights report on the capabilities of your team, together with a coaching plan highlighting how they can reach the next level of performance.

- ✓ **Build Trust and Stronger Relationships:** Our comprehensive Sales Skills Programme equips your team with strategies to cultivate genuine trust with clients, fostering long-term partnerships and enhancing customer loyalty.
- ✓ **Gain Deep Customer Insight:** Understanding your client's needs is paramount. We delve deep into advanced techniques for customer profiling and empathy mapping, enabling your team to anticipate client needs and tailor solutions that resonate on a personal level.
- ✓ **Deliver Excellence at Every Stage:** Closing a deal is just the beginning. Our training emphasises the importance of delivering on promises with precision and excellence. From effective communication to seamless execution, we ensure your team can deliver unparalleled value at every stage of the client journey.

By leveraging our expertise and proven track record in banking and professional services, you can transform your sales approach and achieve sales excellence.



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SUCCESS STORIES

Let's replicate this for your business.

CASE STUDY 1

KPI

- To increase 400+ salespeople performance by 10%.
- To have a sales process & strategy.

HOW DID WE SUPPORT

- Pre-1:1 group sessions to set objectives.
- We trained for 8 weeks (once a week x5 days) with all their people whilst they implemented it in real-time.
- Post 1:1 sessions 1 month later.
- Coached the Managers on how to coach their people for sustainability.

RESULTS

- ✓ Sales performance within 6 months increased by 18%
- ✓ Within 12 months sales performance was up by 25%

KEY SUCCESS FACTORS

- ✓ Having a sales process & strategy
- ✓ Coaching the Managers to coach their people to ensure sustained performance

CASE STUDY 2

KPI

- Incorporating the Analysts & IT experts to pitch for new business with the Salespeople to increase their success rate.

HOW DID WE SUPPORT

- Provide a customised sales process so that everyone used it and spoke the same language – started locally in the UK
- Presentation Skills - by ensuring that each sales team member could effectively communicate the value proposition and connect with their clients on a deeper level.

RESULTS

- ✓ Over 3 months their % of winning pitches increased by 23%
- ✓ Deployed this to the other 8 countries
- ✓ Became their preferred supplier

KEY SUCCESS FACTORS

- ✓ Having a sales process & strategy
- ✓ Started a pilot project in one country before reproducing it globally

TRUST THE EXPERTS.

We are a global leader in knowledge solutions, serving top corporate and public sector organisations worldwide for over 35 years. Our acclaimed financial education offering can be tailored to your needs, empowering and motivating your employees to drive engagement and win business.

For inquiries or to learn how Intuition can support and benefit your organisation, please contact us at:

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