

# DEVELOPEDGE

Thought Provoking. Practically Applicable.

## SALES ACCELERATION PROGRAMME

MORE CUSTOMERS, INCREASED SALES, HIGHER GROWTH

[www.developedge.com](http://www.developedge.com)

‘THE MOST **IMPACTFUL** AND  
**EFFECTIVE** SALES TRAINING  
PROGRAMME AVAILABLE IN  
THE INDUSTRY’

## WHY DEVELOPED EDGE?

**Developed Edge is a training and development organisation that works exclusively with medical companies. We help identify the best way to sell to their customers, and then create a customised, 12 month, competency-based training programme for their sales teams.**

We publish content, run events, and deliver training programmes. All of the team have spent their careers working with global healthcare businesses.

Our aim is to become the number one choice **for individuals and companies who want to accelerate sales within the medical industry.**

We believe that success in sales is a choice, and that by involving the right people and doing the right things in the right way, everyone has the ability to develop and achieve success.

Everything that we do is designed to be thought-provoking and practically applicable.

# THE OBJECTIVES

The **Sales Accelerator Programme** by Developed Edge is a business-specific, 12 month, competency based sales training programme that:

- Identifies how customers buy and the decisions they make
- Explores the steps, activities, and tools required to sell congruently
- Determines the optimum leading and lagging indicators to assess sales performance
- Creates and delivers a 12 month sales training programme
- Calculates and ensures return-on-investment through measurable follow-up and on-going support

# THE PROBLEM

Typically the companies we work with want to generate more customers, increased sales and higher growth. But there are three main problems that lead to lost business, lost opportunities or lower than expected growth:

1. Companies and sales people don't effectively influence the buying journey at a point that matters. The research identifies that customers are progressing too far along their purchasing decision path before contacting suppliers. As a result, companies aren't able to engage early enough with customers in their buying journey.

This leads to lost business, lost opportunity and lower than expected growth.

2. There's more choice and information available to customers than ever before. But companies and sales people aren't able to adapt to the changing dynamics of this modern selling world. As a result, in a busy market, they struggle to articulate how they're different to the competition and why someone should work with them.

This leads to lost business, lost opportunity and lower than expected growth.

3. Companies and sales people can't turn activity into valuable and significant interactions, and find it difficult to move beyond features, benefits and price. They are unable to explore ways to effectively teach, coach, and facilitate in order to guide the customer journey.

This leads to lost business, lost opportunity and lower than expected growth.

# THE SOLUTION

Our secret is discovering your secret - understanding the thing that makes you different, **and has been shown to deliver over a 12x return-on-investment.**

We're able to do that because all of our team - our industry faculty, our healthcare faculty and our training partners - **have either worked in, or are working within, the medical industry in hospital or commercial roles.**

We help you understand what leads to your customers' buying decisions before they know that they have a decision to make. We explore how your customers buy, how they choose who to work with, and why they would want to work with you.

We turn that understanding and insight into a training programme for your sales team that can be accredited to the highest standard and which will positively impact your sales performance **and has been shown to account for up to 60% of annual sales growth.**

In addition, sales teams have acknowledged a **100% increase in their sales confidence** as a result of our programmes.

# KEY DRIVERS OF BEHAVIOURAL CHANGE

As a result of our process, we're able to identify the **key drivers of behavioural change.**

In other words, the core competencies that - if identified and amplified - could create the most significant change and **growth for your business.**

**ASSESS > IDENTIFY > AMPLIFY**

# STRUCTURE, DELIVERY AND REINFORCEMENT

We are known for creating **positive change** - with the individuals and teams we work with - and we leave people feeling inspired to turn ideas into everyday results.

The Sales Acceleration Programme is initially delivered over 12 months, with the core programme content usually spread across four modules.

The modules are a mixture of didactic, practical and group discussions with each individual delegate committed to a personal action plan for application in the field.

Intra-module support includes access to web-based forums, smartphone coaching apps and individual and group coaching.

Whilst the initial design and delivery phase runs over 12 months, we see this as a three-year project to embed sustained change.

# CREATED BY MICHAEL SMITH

**Michael has spent his career working within sales and marketing roles across three multi-national organisations, most recently as Director of Sales for Europe. Michael holds an MBA with Distinction and is a qualified Executive Coach.**

He is a best-selling author, has written two e-books and more than 100 articles on sales and marketing and is the co-founder of Developed Edge, where he has created a range of sales and leadership training programmes.

He works as trainer, coach and advisor to a variety of companies and is responsible for creating the tailored content and approach within the **Sales Acceleration Programme.**

# WHO IS IT FOR?

The Sales Acceleration Programme is for medical companies or individual business units with a turnover of at least £20 million per annum and a minimum of 15 full time sales people.

# THE PROCESS

STEP 1

DEVELOP A CONGRUENT SALES JOURNEY

That leads to a sales approach which is aligned to your customers' buying decisions

STEP 3

IDENTIFY THE KEY DRIVERS OF BEHAVIOURAL CHANGE

The key competencies and behaviours that will make the biggest difference to the business

STEP 5

SUPPORT APPLICATION THROUGH REINFORCEMENT

Training is a process not an event.

STEP 7

MEASURE RETURN-ON-INVESTMENT

The most valid measure of anything is the results and we assess the impact of our programme on your sales performance

STEP 2

CREATE A COMPETENCY FRAMEWORK

What your people need to be able to do to influence the outcomes

STEP 4

DELIVER A TAILORED TRAINING PROGRAMME

A by you, for you programme

STEP 6

GAIN EXTERNAL ACCREDITATION

This can include independent validation through nationally recognised bodies, including EduQual, The Continuing Professional Development (CPD) Standards Office and The Institute of Leadership and Management (ILM)

## EXTERNAL VALIDATION

Our programmes are recognised by EduQual, the Institute for Leadership and Management (ILM), and the Continuous Professional Development (CPD) Standards Office. Each validation route is available to ensure ongoing application and reinforcement, with the most appropriate option chosen together over the first year of the programme.

## KEY SALES TEAM FINDINGS

We continue to build on our process, the programme and the data which it provides. Below is a summary of some of our key findings to date:

- Confidence in the activities and tools within the sales process increased on average 70% over the initial 12 months
- The minimum reported confidence change was 29% whilst the maximum change was 167%
- All delegates report that their knowledge of the sales process and steps involved increased and the same was true for their selling skills
- On average, sales people believe that they could attribute 34.2% of their previous year's growth to the Sales Acceleration Programme
- On average, this equates to an average return of £12 for every £1 of investment in the Programme

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