

Successful selling isn't mechanical. It's personal. And there are key elements which support the journey to successful outcomes. The Sales Acceleration Programme by Developed Edge provides companies with the opportunity to establish a best-practice selling approach which defines:

- How their customers prefer to buy
- The critical selling phases which support their customers' buying choices
- The key activities, tools and stakeholders that support their journey

And all this means that you can train your sales organisation, secure in the knowledge that the programme is tailored to your customers, your company and your product. This isn't an off-the-shelf product. It's not one-size-fits-all. It's a programme by you, for you, which offers a company specific approach to selling, backed by the experience and insight of senior industry professionals.

The Process

1. Develop a Congruent[®] Sales Journey - that leads to a sales approach which is aligned to your customers' buying decisions

2. Create a Competency Framework - what your people need to be able to do to influence the outcomes

3. Identify the Key Drivers of Behavioural change - the key competencies and behaviours that will make the biggest difference to the business

4. Deliver a Tailored Training Programme - a by you, for you programme

5. Support Application through Reinforcement - training is a process not an event.

6. 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

Gain External Accreditation

- this can include independent validation through nationally recognised bodies

To find out more or reserve your place on the next course, visit us at:

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