



DRIVING SALES

A PRACTICAL SOLUTION SET FOR DRIVING THE SALES FORWARD IN YOUR BUSINESS.

Alchemist's has a long history of designing and delivering professional sales training programmes for high-performing sales teams. We have discovered the optimal selling skills and behaviours for improving commercial outcomes and reducing the length and difficulty of your sales cycle.

Our Driving Sales programme is designed to develop skills for each stage of the sales cycle and the complexity of the sale. We can work with your sales people to develop the skills to leave your competitors in the dust by offering your customers a skilled, professionally delivered sales experience.

LEARNING DELIVERY LEVEL



WHAT DOES AN IDEAL ALCHEMIST SALES DEVELOPMENT EXPERT LOOK LIKE?

An Alchemist Sales Development Expert recognises the demand placed upon organisations to 'make the sale'. By establishing a proactive and responsive relationship with each consumer, an Alchemist Sales Development Expert acts as a partner, exploring the unique day to day challenges faced by each customer.

Through understanding what makes pivotal 'magic moments' for customers, an Alchemist Sales Development Expert is able to recognise a viable opportunity and adapt their approach to the demands of each individual, influencing and supporting each choice with a clear and focused outcome.

*"Exceptional sales people share one thing in common.
An absolute sense of their offering and goals"*

PROGRAMME SUMMARY

A collection of sales training programmes designed to work together and enhance each other across roles and capabilities, driving a common language and clear approach for sales performance at scale.

WHO IS IT FOR

- Sales Professionals
- Sales Managers
- Sales Leaders

WHAT PEOPLE WILL LEARN

The starting line - sales metaphors and mindset, communication model and filters

Working with the New Normal - selling and presenting virtually

Insights - theory and profiling

Hunting - sales process and storytelling

Farming - Services, selling values and account management

Sanity vs Vanity - Profit, loss and expectation management

Bring your best - targets and stretch goals, transferring talents

Productive interactions - great questions, listening, building rapport

Pivotal Moments - objections handling and closing

Reaching Out - Networking, developing new business

Maximising New Opportunities - revisit the why



KEY OUTCOMES



Gain a better understanding of the market and prospect and secure opportunities.



Move people along your sales cycle from identifying opportunities through to an effective and efficient close.



Learn how to strategically manage and grow existing accounts by creating visibility within the wider network of people within your client accounts.



Develop the performance management skills of sales managers and sales directors, to deliver consistently high results in their teams.

OUR **DRIVING SALES** SOLUTION DELIVERY FORMAT

- Virtual, instructor led
- Interactive, facilitated group workshops
- Self reflection and peer coaching
- Experiential actor led coaching and scenarios in practice
- Emotional intelligence profiling and coaching
- Experiential groupwork
- Offline groupwork
- Virtual groupwork

We offer fully blended learning and development solutions, underpinned by data and technology.



DIAGNOSTICS

Tools to best assess the needs of the organisation, team and individual



INTERACTIVE

Hands-on development activities



EXPERIENTIAL

Skills through practicing and reflecting



IMMERSIVE

Simulated reality for transformational change

OUR OTHER **BUSINESS SOLUTIONS**

- Attracting and retaining talent
- Embedding values and culture
- Change management
- Service levels and customer experience
- Creating competitive advantage
- Improving productivity and profitability

SPEAK TO **AN ALCHEMIST**



Brandon Van Blerk

HEAD OF GROWTH

Tel: +44 (0)1752 848725 Mob: +44 (0)7967 736821

Email: brandon@thisisalchemist.com

