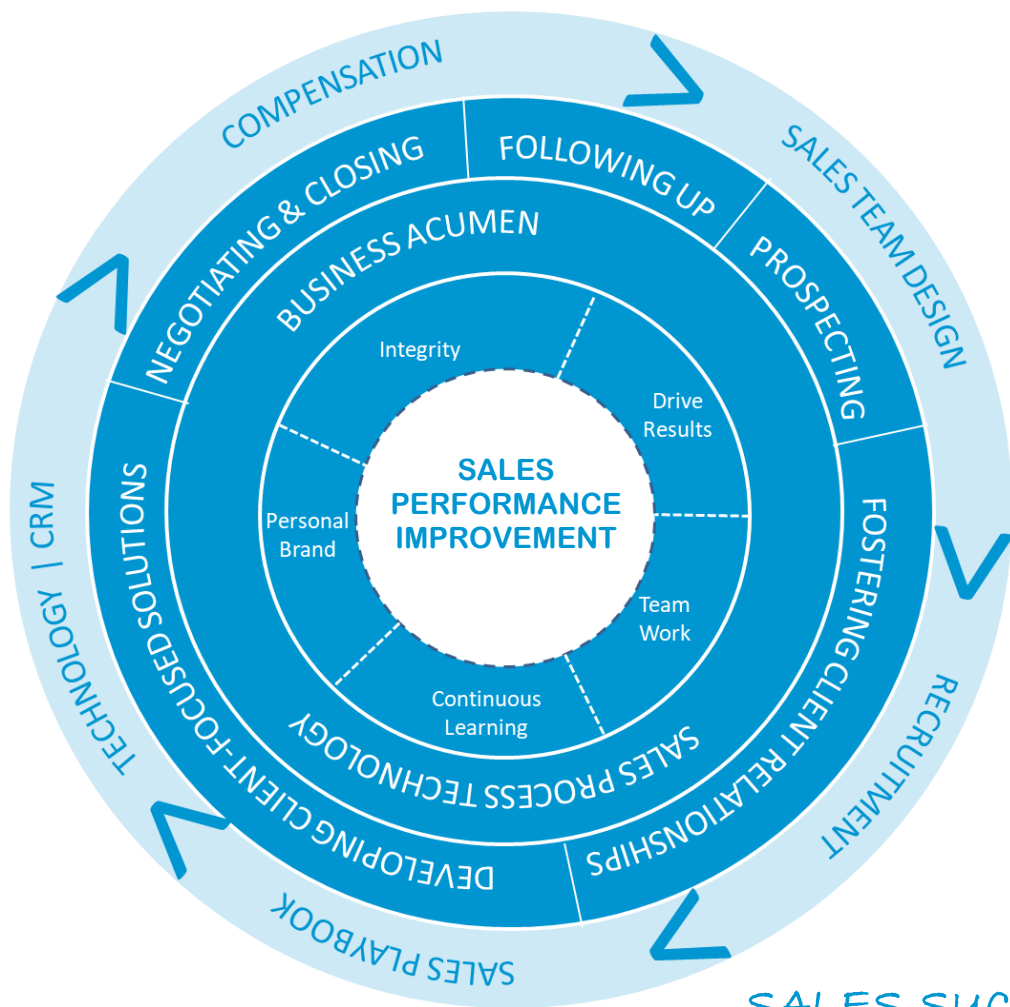


Company Profile



SALES SUCCESS
DEFINED



SALES TRAINING EXPERTS™

CONSULTING, COACHING & TRAINING

Vision

To build high performance sales teams.
One client at a time.

Approach

We deliver sales performance improvement through a highly committed team of consulting, coaching and training professionals.

COMPETITIVE ADVANTAGE

Whether you're looking for a one day workshop, an ongoing coaching program, or partnering for a long-term sales improvement project, you deserve our best work. Our Sales Performance Professionals deliver.

Our Project Insight Team supports your project. They're a group of sales leaders, academic sales scholars, marketing professionals, curriculum developers and technology gurus. The Project Insight Team reviews our client programs and works closely with your Project Leader. They're a conduit to industry best practices and a unique competitive advantage offered through Sales Training Experts.

SALES PERFORMANCE IMPROVEMENT



CONSULTING

- ☐ Sales Playbook Development
- ☐ Sales Process Audits
- ☐ CRM User Audits
- ☐ Sales Team Design
- ☐ Compensation Design



SALES *LEADER* QUARTERBACK™ PROGRAM



SALES *TRAINER* QUARTERBACK™ PROGRAM



COACHING

- ☐ 90 Day Sales Accelerator
- ☐ Sales Leadership Playbook



TRAINING

SALES ACCELERATOR WORKSHOPS

- ☐ Time Management
- ☐ Lead Generation
- ☐ Consultative Selling
- ☐ Negotiation
- ☐ Key Account Management
- ☐ Presenting with Impact
- ☐ The Pitch, ultimate sales training
- ☐ Professional Sales Management
- ☐ CPSA Certification Programs

OUR BUSINESS MODEL

Sales Training Experts' operating model closely follows the Competency Framework of the Canadian Professional Sales Association *Sales Institute*. This competency framework was developed by a cross industry Sales Advisory Council and the Certification Program Executive Committee.

ABOUT SALES TRAINING EXPERTS

Improving sales performance requires a thoughtful assessment of the challenges, and a strategic approach to the solution. We assess the sales process gaps in your selling system, then review the selling skill gaps of your team. By working closely with Project Leaders and our Project Insight Team, we are building high performance sales teams. One client at a time.

VALUED CLIENTS



*2018 Participant Approval Ratings:

- 86% Participant class ratings
- 96% Content delivered matched management expectations
- 100% Delivered on time and on budget

*Average based on all post course surveys by participants and managers.

*Statistics include all participant surveys completed Jan-Dec 2018

*Participant survey completion rate of 98%



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