



Adaptive Sales Skilling Programme

Target Audience – if you want to start a career in sales then come and talk to us.
This project is designed for people who are currently unemployed

Programme Duration

- 3 months of training plus coaching and job search preparation
- Upon placement with a sponsoring employer there will be a further 3 months of follow up training, coaching and learning review/evaluation
- The programme will be structured to give people flexibility on how they manage their training time

Stage One

Orientation and Induction Workshops

Delivered over 2 weeks

Module	Dur.	Delivery	Content
Orientation to Sales	2 Hrs	In person (with remote option) + pre-work	Personal goal setting + self-assessment (e.g. PI, Disc and skills audit), programme orientation, expectations and outcomes. an overview of sales career paths
History of Sales and Changes in Buyer Behaviour	2 Hrs	In person (with remote option) + assignment	Contextualize orientation, evolution of sales (trends)
Orientation to Learning	2 Hrs	In person (with remote option) + pre-work	Learning styles and process, Growth Mindset, management of effective learning
Fundamental Theories of Communication	3 Hrs	In person + pre/post work	Definition of communication, elements of communication, models of effective Communication, consulting skills, understanding body language

Stage Two

Online Training Platform

Self pace online learning – up to 20 hours total

1. Understanding Sales
2. Understanding Sales Strategy
3. Understanding the Sales Process
4. Pipeline Management and Prospecting
5. Qualification of Sales
6. Sales Reporting
7. Sales Tools and Sales Analytics including new sales tools, CRM, standard sales analytics practices
8. Sales Performance Troubleshooting
9. Trust and Relationship Building and Networking – including social selling
10. Creating and Positioning Solutions - Including how to create value adding, bespoke solutions
11. Closing Sales - Including traditional and Virtual closing skills and techniques
12. Industry / Strategic Perspective - Including tools and techniques to build a strategic view of an industry

Stage Three

Skill Development

2-3 day classroom training

Module	Dur.	Delivery	Content
Sales Room Training Theory & Practice	TBC	In person	<ul style="list-style-type: none">• Role play practice scenarios• Cross culture selling• Virtual engagement• Social selling• Digital selling skillsets• Expectations and outcomes• Building trust• Strategic thinking
Job Search Skills	TBC	In person	<ul style="list-style-type: none">• Job search good practices• CV preparation• Interview preparation• Interview practice

Stage Four

Post Employer Placement Support

Includes

- Individual Coaching over the initial 3 months
- Group learning touch points – virtual shared learning sessions (one per months)
- Learning and evaluation exercise
- Bringing All Together workshop – one day event after 3 months of placement to review learning (Learning Journals) and recap on learning and resilience techniques