

## Accelerated Performance Programmes



### Sales Mastery

- What sales development programmes are available to your top sales people?
- Do your best sales people receive appropriate sales development coaching?
- Will group training events pick up the specific development needs of these successful sales people?
- What would be the business impact if your best sales people could sell to an even wider range of customers?

*Is this your business?...  
then Momenta's Sales Mastery Programme may be of interest!*

#### What is Accelerated Performance

Sales training programmes, delivered in groups, but centred on, and starting with, the individual. In essence, group coaching events.

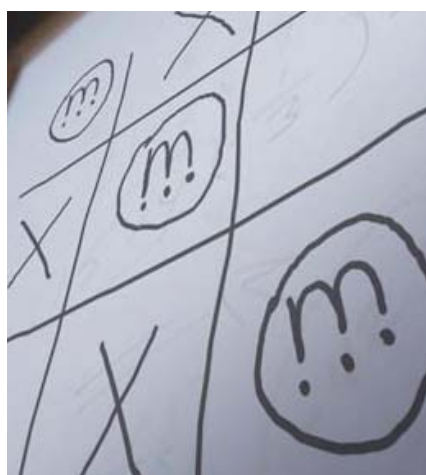
The Sales Mastery programme has one simple aspiration: to improve sales performance

#### How is it relevant to us

Programmes are tailored to the particular sales challenge that you are dealing with. We then assemble behavioural tools and delivery methods from our resources to create a bespoke programme for you.

#### What makes it different

Our ethos! Our events bring about sustained performance improvement – and bring the best out of people by having fun along the way.



#### The Programme

Selling is all about people! It's about the connection **you** make with **your** customers – understanding them and being able to relate your solutions to their needs in the way that is most receptive to their style. Every customer is different, and as most are different from you, sales mastery is about adaptation.

The Sales Mastery programme starts with you, the salesperson; how you prefer to relate to, persuade and negotiate with different customers. Without knowing yourself it is very hard to adapt.

The programme asks you to look at yourself, through the eyes of **your customers**. It provides you with helpful tools and techniques, but more importantly it will help you to access skills and behaviours that you have but are not yet utilising - sales mastery is about unlocking your hidden potential.



## Programmes are constructed as group coaching events by using a range of tools, techniques and methods:

| Techniques             | Tools                            | Methodology                    |
|------------------------|----------------------------------|--------------------------------|
| Compelling futures     | Momenta ©                        | Matrix coaching ©              |
| Real Play ©            | Behavioural modelling tools      | Individual coaching            |
| Case studies           | Team Profiling                   | Group work/team exercises      |
| Work based assignments | Change readiness                 | Outdoor exercises              |
| What good looks like!  | CamCoach ©                       | On-line coaching               |
| Business Simulations   | The Success Tree ©               | Telephone coaching             |
| Time Traveller         | Performance dynamics modelling © | Tutorials/master classes       |
| Hot Housing            | Team relationship model ©        | Facilitated "time out" reviews |

### What people say about the programmes

*"Momenta have worked with us for over two years across all our sales teams with great effect. They have provided our account managers with a renewed focus on the sales process and this has played its part in increasing our business levels during."*

#### Clerical Medical

*"Momenta provided our Sales, National Account and Support teams a highly valuable programme. The feedback from the teams was unprecedented and was without exception extremely positive. The programme impacted the attendees positively from both personal and business perspectives. Well worth investing in."*

#### Unum

### Case Studies

#### Irish Bank:

The Client wanted to develop sales performance from a customer's view. Momenta used CamCoach technology, along side traditional customer research to create a behavioural sales model. The roll-out programme included a "compelling future" exercise and skills workshops.


#### Pharmaceutical company:

A programme for Sales Managers and their teams, combining group workshops and individual coaching. The programme included a sales mastery programme, using behavioural modelling tools and advanced skills training.

#### IFA Broker Division:

The client requested an advanced sales skills programme for their top performing intermediary account managers. This included behavioural profiling, individual coaching, how to sell to different profiles (using real plays – role plays with real IFAs) personal impact outdoor exercises and business specific exercises.

### About Momenta

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Momenta provide quality resource, consulting expertise and people development for financial services companies in the UK.

We work with you to ensure that you can meet today's challenges so as to achieve tomorrow's success.

To find out more about our People Development Programmes, please contact Lillian Hosea on: 020 7374 6600

