

# Does your sales force have "IMPACT" with intermediaries?

## IMPACT Intermediary Sales Programme

Are your sales force developing enough business across enough intermediaries?

Do you have a bespoke training programme from new starters through to experienced sales people?

Can your people see a training path that follows their sales career path?

Do you have a sales process that accounts for all the intermediary sales differentiators?

Selling to and account managing intermediaries has never been about one skill set or one focus. The market is too diverse and intermediaries as people are all very different.

Therefore your people's ability to adapt their approach and focus to obtain the greatest level of business from the greatest number of contacts is the impact you need them to have.

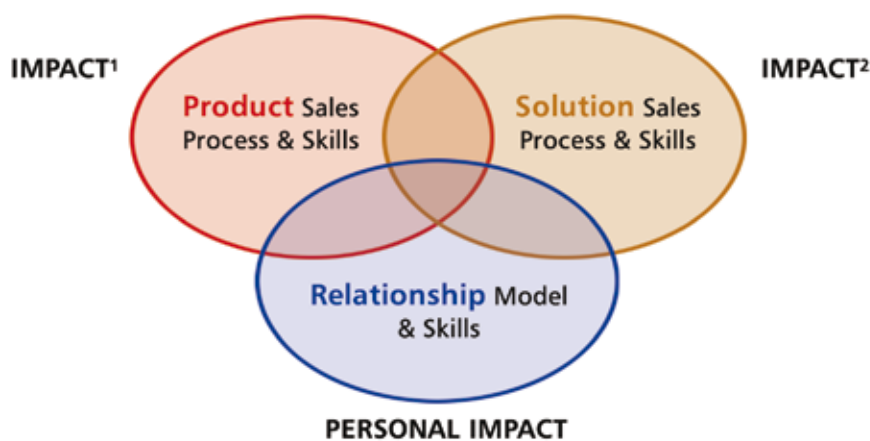
The 80/20 rule may be proven but it will not provide the levels of business required in a fiercely competitive intermediary marketplace.

Momentab2b have designed a bespoke sales process and training programme for intermediary sales staff at whatever level and through either telephony or face-to-face distribution.

Momentab2b are a specialist intermediary distribution consultancy who work with many of the leading providers in the UK.

## IMPACT Intermediary Sales Programme

We have developed a sales model specifically for the intermediary sales marketplace that covers the process and skills for the three composite parts of selling successfully to intermediaries:



[www.m-hl.com/b2b](http://www.m-hl.com/b2b)



## momenta *b2b*

Throughout the programme we include sales and relationship models that provide a common language within your sales teams. Each part of the programme has a training module which then provides a development programme for all levels of experience.

This provides a training path to be followed within the role as an individual develops their skills and panel of intermediaries. The modules are as follows:

### **IMPACT<sup>1</sup> Product Sales:**

This module provides your people with a sales process to sell products to intermediaries and trains them in the necessary skills and activities to be successful in this approach.

This can be used with people new to the role / business or as a refresher for those with more experience.

### **IMPACT<sup>2</sup> Solution Sales:**

This module provides your people with a sales process that provides intermediaries with solutions to their problems, issues and needs. It focuses on advanced questioning skills and allows for product sales if required. This is aimed at people who have demonstrated the skills required for product sales.

### **Personal IMPACT Relationship Sales:**

This module provides your people with a behavioural profile and sales audit report as the basis of considering their sales style and how to adapt to specific intermediaries to be more successful.

### **Momentab2b IMPACT Real Plays:**

For all modules we provide the opportunity for your people to put in to practice everything they have taken on board within live calls with intermediaries. This unique facility allows practical application with feedback from coaches and intermediaries alike.

We will work in consultation with you to tailor any program to meet the exact requirements of your business.

What some of our customers say about us;

*"Momentab2b have worked with us for over two years across all our sales teams with great effect."*

*"Their complete understanding of our marketplace differentiates them and what they can add to what we do."*

Read more about what our customers think; [www.m-hl.com/b2b/b2b-testimonials.asp](http://www.m-hl.com/b2b/b2b-testimonials.asp)

### **About Momentab2b**

**Momentab2b** is a subsidiary of Momenta Holdings, an established Advice, Training and Business Review consultancy dedicated to the financial services industry. Since 2002 we have been providing bespoke business consultancy and training solutions for financial services companies transacting business through intermediaries.

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