![SalesGym360 logo]

EARLY CAREERS
PROGRAMME

EXPECT
MORE

» **THE SALES GYM 360**
EARLY CAREERS
DEVELOPMENT PROGRAMME
FOR TECHNOLOGY SALESPEOPLE

- **Improve your candidate on-boarding experience**
- **Attract better candidates**
- **Increase your ROI**

- **Improve your retention**
- **Improve your "Time to Profitability"**
- **Improve your long term business performance**
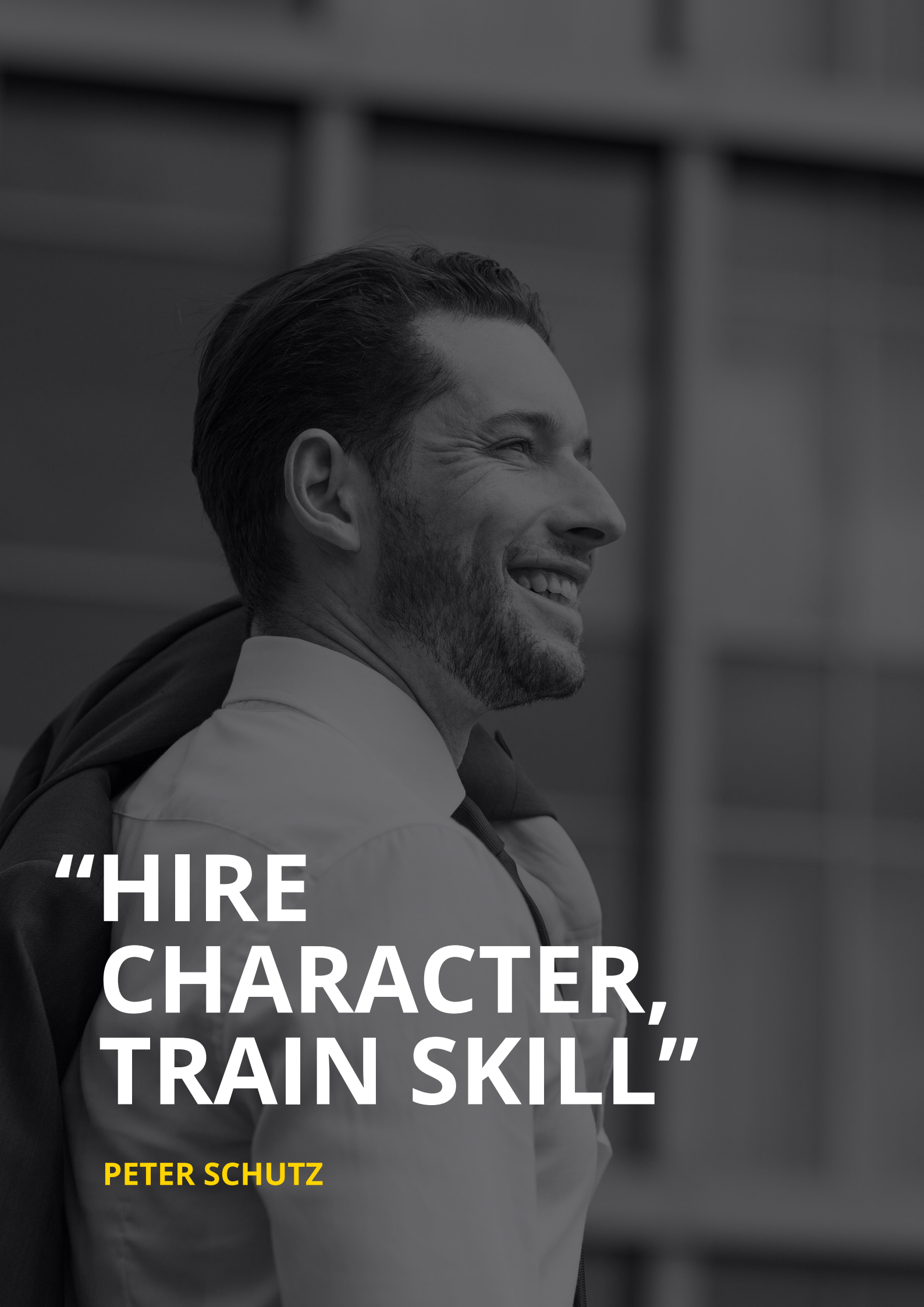
"HIRE
CHARACTER,
TRAIN SKILL"

PETER SCHUTZ

WELCOME

With a growing shortage of good technology salespeople, hiring and developing early-career sales people is the most cost effective and scalable way to help you grow your tech business faster. Plus, early-career salespeople are typically more mouldable and are more willing to try new things and learn from their mistakes, thereby improving your "time to value".

WHO ARE SALES GYM 360 AND WHAT DO WE DO?

We are an Award-Winning sales training company, specialising in developing, stretching and assessing the next generation of high potential technology salespeople.

WHY THE EARLY CAREERS SALES DEVELOPMENT PROGRAMME?

Our Early Careers Development Programme teaches people new to technology sales fundamental and advanced:

- Sales skills;
- Sales behaviours; and
- Comprehensive IT industry knowledge.

The programme has been professionally designed to adhere to today's learning and development best practices, and comprises formal classroom-based training, relevant case studies and simulations, continuous assessments, classroom-based and remote learning interventions, teach-back opportunities, in the moment digital refresher content, gamification, and much more.

PROGRAMME BENEFITS FOR YOU & YOUR ORGANISATION

- New starters will be provided with a structured personal development plan which will help you attract, develop and retain best talent.

- New starters will be up and running sooner, providing a quicker return on investment.

- New starters will be assessed throughout the programme so you will be able to identify poor performers sooner.

BENEFITS FOR THE INDIVIDUALS

- A 1-2 year Development Programme covering all areas of the technology industry.

- A structured development programme, highly valued across the industry.

- Review points throughout the programme.

- Assigned programme mentor.

- Support through a combination of structured training, informal on-the-job learning, regular check-ins and mentoring.

- Opportunity to demonstrate new skills and commercial knowledge during assessments at specific points throughout the programme, as well as a final assignment before the programme completes.

WHAT IS THE EARLY CAREERS SALES DEVELOPMENT PROGRAMME?

The Early careers programme is a great way to up skill your new hires on crucial sales skills and behavioural training. We take your new hires through a one or two year development programme, updating you at regular intervals with their progress.

The programme is structured over 12 months in year one and 6 months in year two. Delegates will have regular face-face sessions and access to digital content to help embed what they have learned in the classroom as well as regular tests and assessments to check their understanding and test knowledge retention.

PROGRAMME DETAILS

❯ **Audience |** Anyone embarking on their first job in tech sales. Anyone joining a technology vendor, reseller (MSSP, MSP, SI or VAR) or distributor for the first time, in a sales role.

OBJECTIVE OF THE PROGRAMME

❯ To educate and equip new starters so that they can more effectively and efficiently kick-start their sales career in IT. To ensure new starters are up to speed quicker and can provide a return sooner for the employer.
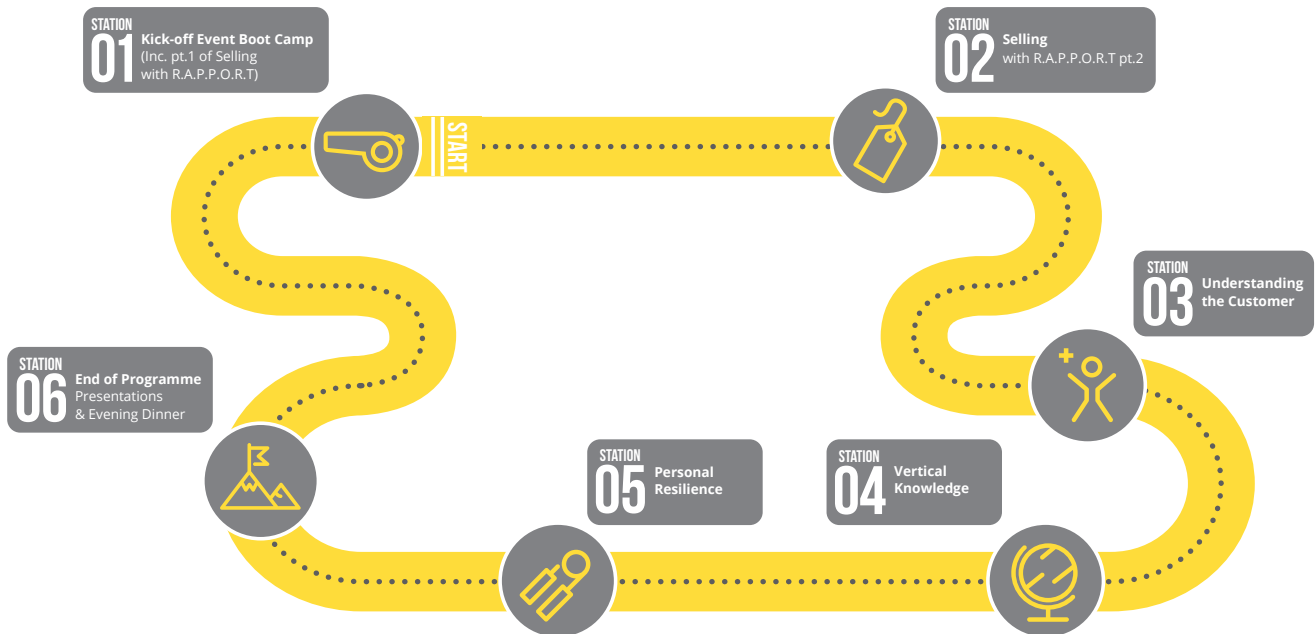
CORE CATEGORIES COVERED

❯ **BUSINESS BASICS**
   (From classroom to boardroom)

❯ **INDUSTRY KNOWLEDGE**
   (Inc. How IT functions are structured, how technology providers are categorised etc.)

❯ **RELEVANT BEHAVIOURAL (SOFT) SKILLS**

❯ **SALES SKILLS**

YEAR ONE CONTENT
(MONTHS 1 TO 12)

STATION 01 — Kick-off Event Boot Camp (Inc. pt.1 of Selling with R.A.P.P.O.R.T)
STATION 02 — Selling with R.A.P.P.O.R.T pt.2
STATION 03 — Understanding the Customer
STATION 04 — Vertical Knowledge
STATION 05 — Personal Resilience
STATION 06 — End of Programme Presentations & Evening Dinner
START

STATION 01

KICK OFF EVENT BOOT CAMP
(INC. PT. 1 OF SELLING WITH R.A.P.P.O.R.T)

This initial boot camp introduces delegates to business etiquette, communication and interpersonal skills, industry knowledge (how tech providers are categorised and IT functions are structured) along with researching, approaching and probing skills.

❯ **Duration |** 4 days (3 nights residential)

LEARNING OBJECTIVES

At the end of this first boot camp module delegates will be able to:

- Explain how businesses work and how to conduct themselves professionally
- Demonstrate effective listening and questioning skills
- Describe how the technology industry is structured and operates
- Effectively demonstrate their basic sales skills around researching, approaching and probing

STATION 02

SELLING
WITH RAPPORT PT. 2

This second module focuses on developing the basic sales skills learned in module 1. The module covers proposing skills, overcoming objections, taking the order and closing the deal.

❯ **Duration |** 2 days (1 night residential)

LEARNING OBJECTIVES

At the end of this module delegates will be able to:

- Demonstrate the importance of writing clear and simple proposals
- Confidently overcome objections
- Demonstrate how to re-propose and take the order to close the deal

STATION 03

UNDERSTANDING THE CUSTOMER

This module teaches delegates about their customers world, what's important to them and how they can support and help them.

> **Duration |** 1 day

LEARNING OBJECTIVES

At the end of this module delegates will be able to:

- Articulate what an average day for their customer looks like
- Put themselves in the customers shoes
- Identify different types of influencer/buyer and how best to approach them

STATION 04

VERTICAL KNOWLEDGE

This module helps expand knowledge of verticals as well as helping delegates understand why a vertical approach is important. This module also covers up selling and cross selling products and services.

> **Duration |** 1 day

LEARNING OBJECTIVES

At the end of this module delegates will be able to:

- Accurately describe what a vertical is
- Explain the benefits of a vertical approach
- Confidently demonstrate their knowledge of a particular vertical
- Describe what is meant by up selling and cross selling

STATION 05

PERSONAL RESILIENCE

This module focuses on what resilience is and how to become more resilient so delegates can not only cope with pressure and setbacks but also thrive.

> **Duration |** 1 day

LEARNING OBJECTIVES

At the end of this module delegates will be able to:

- Articulate what personal resilience is
- Describe what gives them energy
- Demonstrate how they can become more resilient

STATION 06

END OF PROGRAMME PRESENTATIONS & EVENING DINNER

This is a day dedicated to everything the group have learned in year 1 and is a chance for them to demonstrate what they know.

> **Duration |** 1 day (plus evening dinner)

YEAR ONE
CALENDAR OF EVENTS

MONTH 1

- STATION 1
- ASSIGNMENT
- DIGITAL REFRESH
- FACILITATOR REPORT

MONTH 2

- STATION 2
- ASSIGNMENT
- FACILITATOR REPORT

MONTH 3

- DIGITAL REFRESH

MONTH 4

- INTERMISSION

MONTH 5

- STATION 3
- ASSIGNMENT
- FACILITATOR REPORT

MONTH 6

- DIGITAL REFRESH

MONTH 7

- STATION 4
- FACILITATOR REPORT

MONTH 8

- ASSIGNMENT
- DIGITAL REFRESH

MONTH 9

- STATION 5
- ASSIGNMENT
- FACILITATOR REPORT

MONTH 10

- DIGITAL REFRESH
- GROUP PREP TIME

MONTH 11

- STATION 6
- FINAL FACILITATOR REPORT AND YEAR ONE REVIEW

MONTH 12

- INTERMISSION

YEAR TWO CONTENT
(MONTHS 1 TO 6)

STATION
01 Behaviour Workouts

STATION
02 Elevator Pitch

START

STATION
03 Presentation Skills

STATION
05 End of Programme Presentations

STATION
04 Account Maintenance and Networking
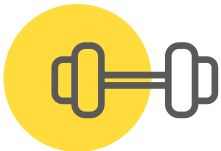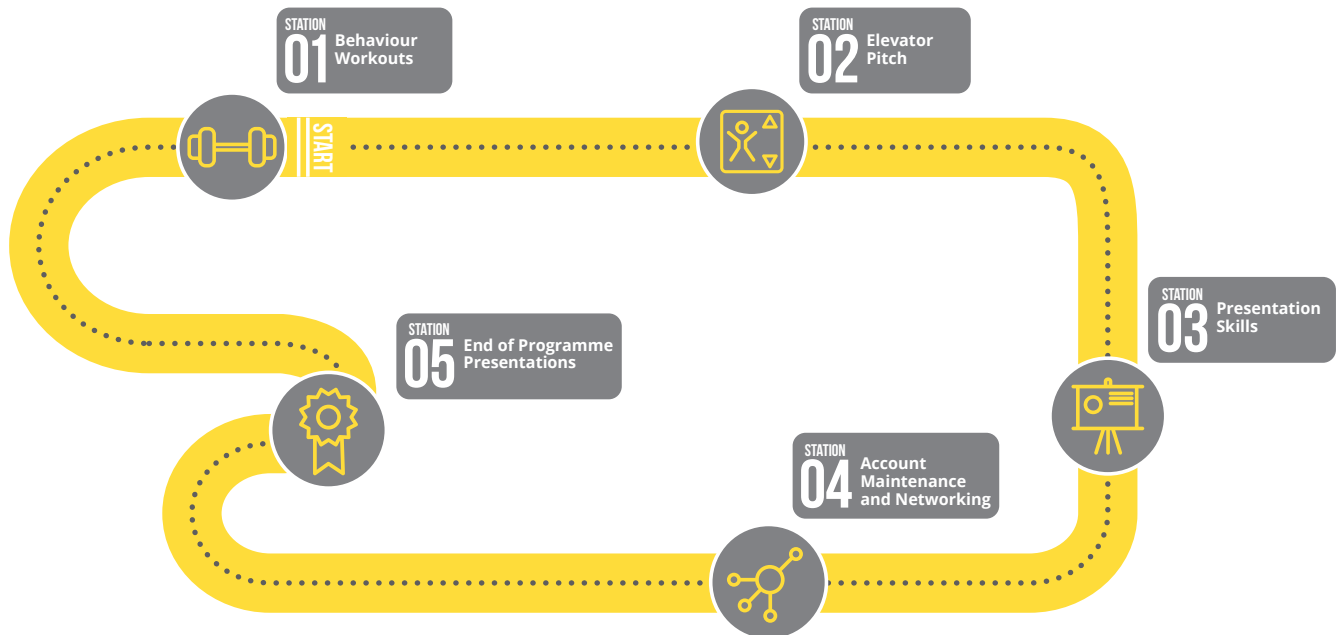
STATION 01

BEHAVIOUR WORKOUTS

In this module, delegates learn about 3 important behavioural skills; collaboration, innovation and accountability.

❯ **Duration |** 1 day

LEARNING OBJECTIVES

At the end of this module delegates will be able to:

- Confidently demonstrate the ability to work collaboratively

- Describe the process for Innovation

- Describe what accountability is and how to be more accountable

STATION 02

ELEVATOR PITCH

This short webinar module helps delegates to understand how and when to use an elevator pitch. They will also have the opportunity to develop their own pitches.

❯ **Duration |** 2-hour webinar

LEARNING OBJECTIVES

At the end of this module delegates will be able to:

- Explain what an elevator pitch is and how it's used

- Describe the core components of a successful elevator pitch

- Confidently deliver their own personalised pitches

STATION 03

PRESENTATION
SKILLS

This module prepares delegates for running successful customer presentations.

❯ **Duration |** 1 day

LEARNING OBJECTIVES

At the end of this module delegates will be able to:

- Explain the importance of planning a presentation in advance
- Describe how to promote an event successfully
- Demonstrate how to confidently deliver an engaging presentation

STATION 04

ACCOUNT MAINTENANCE
AND NETWORKING

In this module delegates will learn how to build and maintain long term customer relationships.

❯ **Duration |** 1 day

LEARNING OBJECTIVES

At the end of this module delegates will be able to:

- Demonstrate the importance of building and maintaining strong, two-way, trust-based relationships
- Explain the importance of sharing relevant insights
- Behaving in a way to ensure they are always front of mind
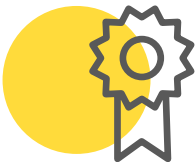
STATION 05

END OF PROGRAMME
PRESENTATIONS

Presentations and certification, followed by end of programme lunch with Darren Spence and other programme affiliates and contributors.

❯ **Duration |** 0.5 day

YEAR TWO
CALENDAR OF EVENTS

MONTH 1
STATION 1

MONTH 2
STATION 2

MONTH 3
STATION 3

MONTH 4
STATION 4

MONTH 5
INTERMISSION

MONTH 6
STATION 5

ACCESSING DIGITAL CONTENT 〉〉〉〉〉〉〉〉〉〉〉〉

Candidates will have access to our learning platform, where they can access short digital module for each of the topics covered in the programme. The learning platform is also where candidates will access their tests and end of module assignments.

From the platform we can check the progress of each of the candidates, review their test scores and pull off reports at an individual and group level. This data will be used (along with feedback from the facilitator) to provide you with regular progress reports for each of your candidates enrolled in the programme.

HOW DO WE BRING THE EARLY CAREERS PROGRAMME TO LIFE?

> PROGRAMME DETAILS

Candidates will be assessed during each classroom-based session via regular post course assignments. Feedback and recommendations will be provided at regular intervals.

> LEARNING LOGS

Learning logs will be provided for candidates at the start of the programme and they will be encouraged to write in them and bring them along to each session.

> GAME-BASED SOLUTIONS

The classroom sessions will be interactive and often game-based in design to increase engagement and retention and provide a safe environment for practice.

> TRAINING CASE STUDY

Some of the modules are built around a training case study to help bring the training to life and allow candidates to practice their new skills.

> SUPPORT FOR LINE MANAGERS

It's crucial that new hires are supported by their managers when they're learning new skills. We've developed a coaching guide for managers as well as a short animated module to help them develop their coaching skills.

> DIGITAL MODULES

After each classroom based module candidates are given access to a short digital module re-capping core messages and helping to embed learning.

> LIVE CUSTOMER CALLING

Where possible we will use live customer calling to demonstrate some of the skills learned.
Where live calling isn't possible, simulated calls will be used.

> SPEAKERS FROM THE CHANNEL

We will invite channel professionals to attend during the programme at specific intervals to help educate the candidates and answer questions.

> REGULAR FEEDBACK

The candidates will receive feedback during every face-to-face session and also remote feedback on their regular assignments.

> REGULAR GROUP CHECK-INS

The trainer will regularly email/call candidates to make sure they are able to apply what they have learned and support them if they have any questions.

> PROGRAMME CERTIFICATION

If candidates successfully complete the programme they will receive a certificate of achievement, along with a celebratory dinner in year one and lunch in year two.

SalesGym 360

Expect more

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