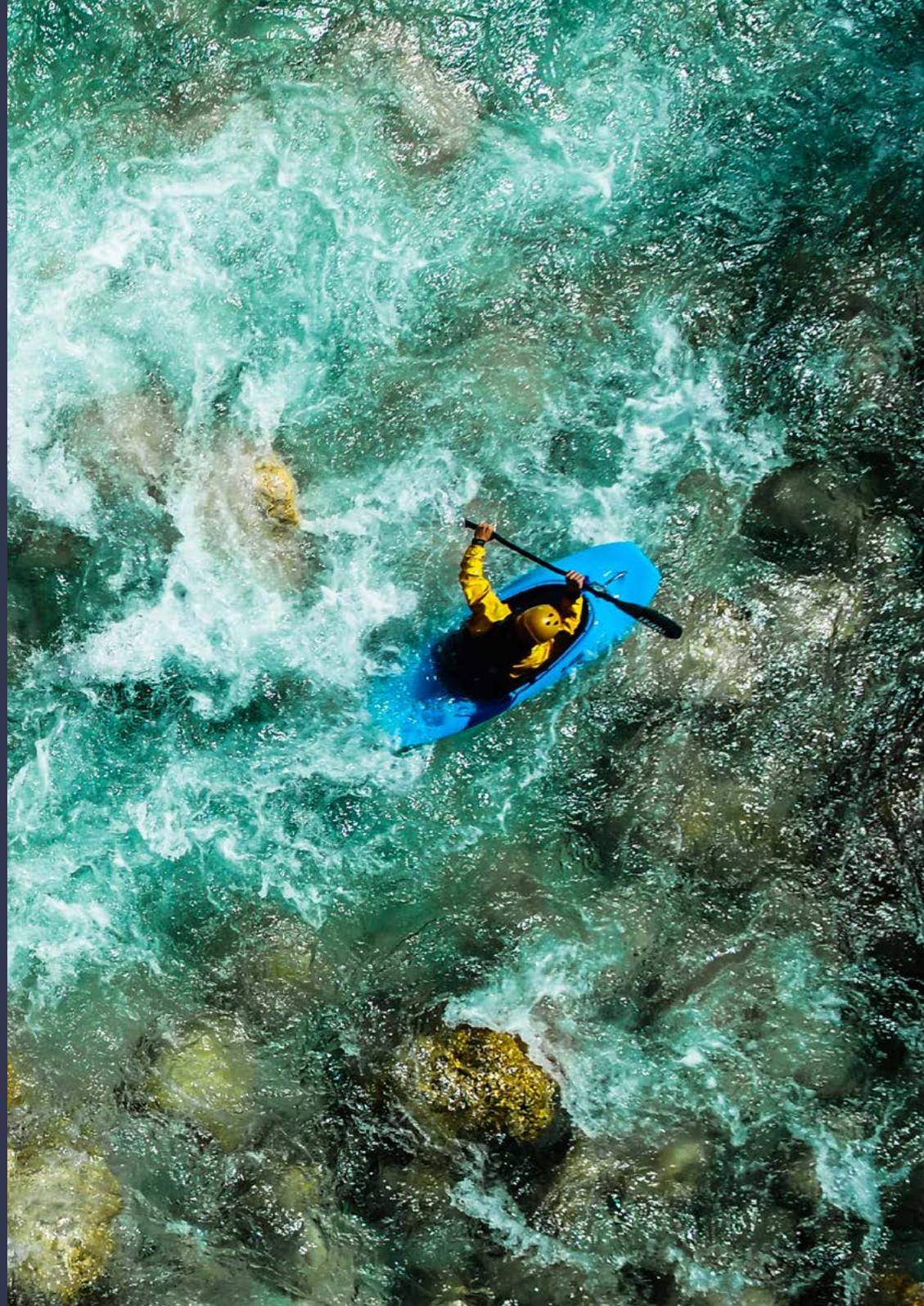




## Off-the-Shelf Training Programmes

Everything needed to deliver a blended, in-house sales improvement programme, including eLearning modules, Work-Based Activities and Workshop Facilitator's Guides.





## Introduction

The \$2.5bn global sales training market focuses on advanced sales processes, CRM introduction and Sales Enablement Automation. But what about the core skills your sales teams need to be successful?

You can now refresh the capability of your team with Strategy to Revenue's e-Plus series of eLearning modules *plus* accompanying Work-Based Activities and Workshops. All this forms part of the award winning STR learning journey towards successful selling.

We have created a library of over 70 short, easy to use eLearning modules that cover key topics for Outside Sales, Inside Sales, Key Account Managers and Sales Managers. Couple these with our targeted Work-Based Activities and a well structured selling skills Workshop, run by you, to begin building a sales academy for your organisation.



## Packaging Options

The STR e-Plus content can be accessed by license on an annual basis. To make sure we address your particular selling skills need, take a look at the exciting list of available programme options.



## Programmes:



Strategy to Revenue

**Success in Telephone Selling**

A programme which builds confidence through the ability to demonstrate the Value Proposition to existing and prospective customers

1

### SUCCESS IN TELEPHONE SELLING



Strategy to Revenue

**Success in Account Management**

Providing a range of knowledge, skills, structure and processes for successful Account Management

2

### SUCCESS IN ACCOUNT MANAGEMENT



Strategy to Revenue

**Success in Winning New Business**

Providing Sales Teams and Sales leaders with the knowledge and skills to find and win new business

3

### SUCCESS IN WINNING NEW BUSINESS



Strategy to Revenue

**Success in Key Account Management**

A proven methodology to do the right things, in the right way at the right time to achieve the desired results

4

### SUCCESS IN KEY ACCOUNT MANAGEMENT



Strategy to Revenue

**Success in Selling via Channel Partners and Distributors**

Providing Sales Teams and Sales Leaders with the knowledge and skills to excel in channel sales

5

### SUCCESS IN SELLING VIA CHANNEL PARTNERS & DISTRIBUTORS



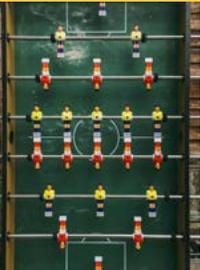
Strategy to Revenue

**Success in selling to C-Level and Senior Executives**

A programme to equip sales teams with key skills to sell to executive decision makers

6

### SUCCESS IN SELLING TO C-LEVEL & SENIOR EXECUTIVES



Strategy to Revenue

**Success in Sales Management**

Providing a comprehensive set of knowledge, skills, structure and processes for successful Sales Management

7

### SUCCESS IN SALES MANAGEMENT



Strategy to Revenue

**Excellence in Sales Leader Coaching**

Providing a practical framework and set of processes relevant to all sales environments

8

### EXCELLENCE IN SALES LEADER COACHING



## Package Overview

### What's included?

- Programme eLearning Modules
- Unlimited use for 1 year
- Work-Based Activities
- Workshop Presentation
- Participant Workbook
- Sales Manager Facilitator Guide

For internal Workshop delivery and reinforcement of learning

### License options

- Up to 10 users
- Up to 25 users
- Up to 50 users
- Up to 100 users



## e-Plus

Everything needed to build an in-house sales training programme: eLearning, plus Workshop Facilitator's Guides and more.

They're an ideal option for anyone seeking to establish an in-house Sales Academy with all the content and materials provided in one convenient package.

They include 12 month's access to the relevant online learning modules for all participants, associated Work-Based Activities, a Workshop Presentation, Participant Workbooks and a Sales Manager Facilitator Guide.

These enable workshops and training sessions to be delivered internally to fully reinforce the learning programme throughout the year, via a blended learning approach.



Develop the skills and knowledge you need to improve performance.

## What next?

Select which e-Plus programme(s) suit your needs, choose which licensing option is right for you and get in touch. Soon, your sales operation will be enjoying the rewards of reinforcing those basic skills needed for success.

To learn more about STR e-Plus and arrange a proof of concept and planning session, send an email to [sales@strategytorevenue.com](mailto:sales@strategytorevenue.com)

*"Investing in Sales Managers Improves Quota and Revenue Attainment as Well as Win Rates."* CSO Insights