

# Boosting Sales Performance

An **Ω**ABSTRACT Guide

*Are you maximising the full  
potential of your sales team?*



# Boosting Sales Performance

“ ABSTRACT understand that businesses have been, and continue to be, heavily impacted by numerous external economic factors.

Global events such as geopolitical conflicts, volatile energy markets, and the consequences of a widespread pandemic have tested leadership, decision-making, and financial resources in unprecedented ways.

In response to these universal challenges, we have developed a comprehensive range of highly effective performance improvement programmes aimed at assisting businesses in addressing these issues proactively.



**Win more clients and retain them.**

With our **Relationships in Business Programme**

Page 3



**Drive a commercial culture.**

With our **Sales Improvement Programme**

Page 5



**Lead high performing teams.**

With our **Leadership Performance Programme**

Page 7



” **Andy Nicol**

CEO

ABSTRACT



# Relationships in Business Programme

*A extensive programme that develops proven world class relationship management skills, unlocking new ways to engage, win and retain more clients.*

**Gain new clients and better serve your existing clients by...**

- Building Superior Confidence
- Unlocking the Power of Personal Brand
- The Art of Relationship Management
- Achieving High Performance Goals

## **Key Learnings with Application**

- ✓ Defining yours and your client's purpose.
- ✓ Leveraging the psychology of sales.
- ✓ Building presence and credibility.
- ✓ Forming unbreakable relationships.
- ✓ Learning the art of consultation.
- ✓ Managing your business like a franchise.



## **High-Level Journey in 3 Moves...**

**1**

*Transition from working IN your Business to ON your Business.*

**2**

*Establishing Key Stakeholder Investment.*

**3**

*Consultative Selling and Influencing Others.*



**Absolutely amazing 4 days spent with  
ABSTRACT who shared their knowledge and  
experiences making me think of things that I  
didn't think was important.**

*Programme Delegate Feedback  
September 2023*

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# Sales Improvement Programme

*An intellectually stimulating two day programme designed to drive a commercially focused culture amongst your teams.*

## Equip your Sales Team with the skills they need to...

- Master the Psychology of Sales.
- Become An Expert of Influence.
- Confidently Deal with Objection Handling and Negotiation.
- Unlock The power of Stakeholder Management.

## Key Learnings with Application

- ✓ The sales mindset.
- ✓ The different disciplines of prospecting v sales.
- ✓ Influence your clients character style.
- ✓ Advance negotiation & objection handling.
- ✓ Stakeholder management.
- ✓ High performance goal setting.



## High-Level Journey in 3 Moves...

1

*Partner with your clients on their journey.*

2

*Harness your superpower to close more deals.*

3

*Growing Beyond Your Existing Capabilities.*



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**I've been in the bank 20 years but this is by far the BEST course I've been on!**

**Super engaging and thought provoking!  
Thank you so much.**

*Programme Delegate Feedback  
September 2023*

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# Leadership Performance Programme

*A fully immersive one day programme designed to help leaders build high performing teams.*

## Develop high performing teams, led by coaches by...

- Learning the Art of Simple & Effective Business Planning
- Becoming a Natural Coach for High Performance
- Setting the Cultural Tone for Your Teams
- Mastering the Balance Between Psychological Safety and Accountability.

## Key Learnings with Application

- ✓ Formulating strategy.
- ✓ Selecting strategic direction.
- ✓ Strategic awareness of impact and consequences.
- ✓ Thinking differently.
- ✓ Managing change.
- ✓ Demonstrating visible commitment.



## High-Level Journey in 3 Moves...

1

*Creating Strategic Objectives.*

2

*Implementing Effective Tactics, Milestones and Performance Reviews.*

3

*Leading Through Change.*



**Fantastic course with incredibly useful content.  
Will make a huge difference to my career and the  
behaviours and habits I'll utilise going forward.**

**The ABSTRACT team have a great mix of styles and  
are really personable and engaging.**

*Programme Delegate Feedback  
September 2023*



# Why Ω ABSTRACT ?

## We get results.

From some of the largest FTSE 100 companies to forward-thinking SMEs; we work with organisations of all shapes and sizes, so long as they are committed to change, open minded and prepared to collaborate.

If you're committed, then together we can create real beneficial change - and a suitable return on investment for the benefit of all!

## Award Winning Learning & Development.

ABSTRACT was founded as a Learning & Development company to seriously change people's lives through the implementation of new behaviours.

Our vision? To make the corporate world a fairer and better place.

## We model what we coach.

We're incredibly proud of the way our programmes positively affect the lives of our delegates, our clients and their respective businesses.

Don't just take our word for it - our client and delegate testimonials speak for themselves...

7iM

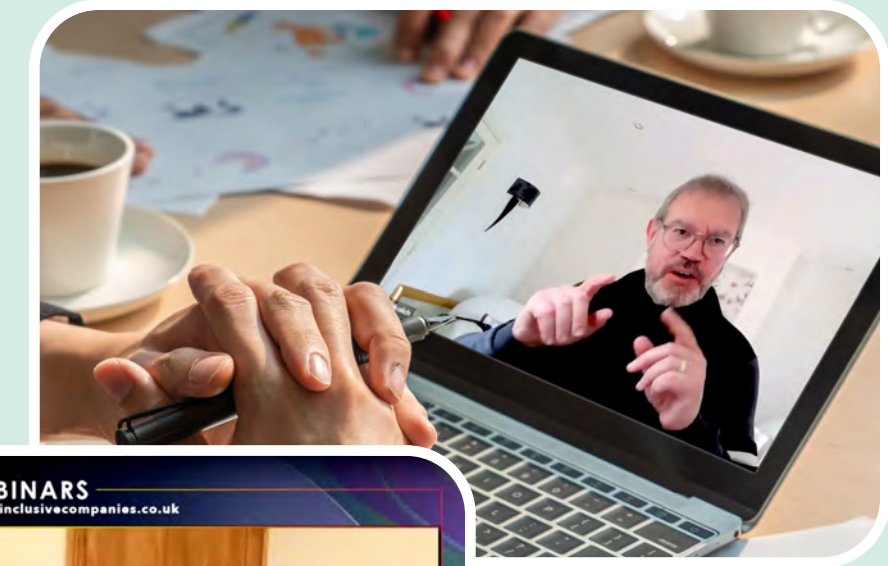
Bank of Ireland

BARCLAYS

KPMG

NatWest Group

Schroders personalwealth



Building Trust

Without a foundation of trust, our ability to influence others will be severely limited and you may have to resort to coercion to get things done...



# 98%

of delegates rated our Learning & Development programmes as

## EXCELLENT

Source:  
ABSTRACT Delegate Data

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**4.5** Avg. Rating  
★ ★ ★ ★ ★  
Read 2000+ Independent Testimonials





***Be the change...***

***If not you, who?***

***If not now, when?***



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