

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. — Page 3
With our **Relationships in Business Programme**



Drive a commercial culture. — Page 5
With our **Sales Improvement Programme**



Lead high performing teams. — Page 7
With our **Performance Management Programme**

”

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.

Relationships in Business Programme



“

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

”

“

I thought it was paced very well and was very collaborative. There was a lot of engaging exercises and great listening from the facilitators.

”

“

I found the content really useful and informative, I will use the techniques in both my work and home life and feel it will help further my career.

”

“

An engaging and focused course. The material is all very relevant and useful and is structured very well to keep you focused. The delivery from the facilitators was great, the best course that I've been on so far.

”

*Programme Delegate Feedback
September 2023*

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.

Sales Improvement Programme



“

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.**

”

“

**Really great course. Very thought provoking and a great opportunity to stop, reflect and think. Will use the content to drive my career forward.
Thank you.**

”

“

Really good session. It was great to stop, think and reflect. I learn some new things and gained reassurance about others.

”

“

**Insightful and interactive session!
Facilitators are very engaging, and that's quite different from our usual training.**

”

*Programme Delegate Feedback
September 2023*

Performance Management 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 clear and achievable objectives.
- ✓ Moving to stretch assignments.
- ✓ Driving with motivation.
- ✓ Appreciating individual reward and recognition.
- ✓ Celebrate the milestone victories.



High-Level Journey in 3 Moves...

1

Creating Strategic Objectives.

2

Implementing Effective Tactics, Milestones and Performance Reviews.

3

Implementing Respectful High Challenge With High Care.

Leadership Performance Programme



“

Excellent course, loved the internal politics and networking content. Found it useful and gave me plenty to think about!

”

“

Very good training with useful action points and key learnings to apply.

”

“

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.

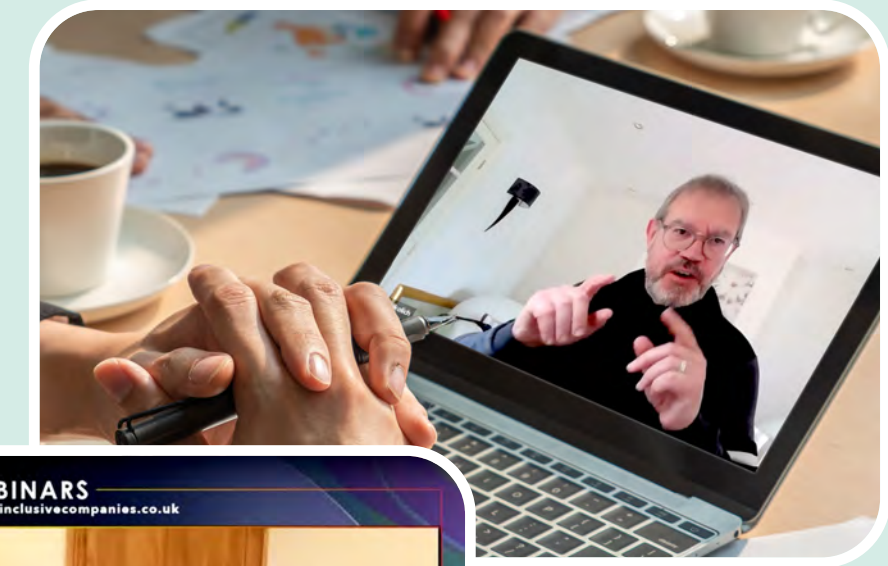
ABSTRACT was founded as a Learning & Development company to seriously change people's lives through the implementation of new behaviours.

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...



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

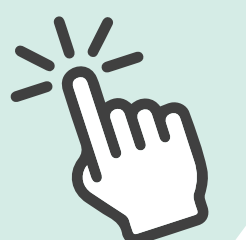
Source:
ABSTRACT Delegate Data

9

4.5 Avg. Rating



Read 2000+ Independent Testimonials



Be the change...

If not you, who?

If not now, when?

Ω ABSTRACT
improving business through people



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