

Sales Academy



Executive Central Sales Academy

Are you currently grappling with any of the following issues?



1

Your revenue have been negatively impacted by the Covid-19 pandemic and restrictions and recession that has followed

2

Your business has had to innovate to offer new products/services in new ways and this has created new opportunities that need to be pursued

3

Your sales professionals have become accustomed to business presenting itself in good times and are struggling to make targets in tough times

4

You have products/services with competitive advantages that are not being fully recognised by the market

5

Your sales professionals are struggling to form/maintain customer relationships using virtual platforms as opposed to in person contact

There is an old saying that goes –

“Nothing happens until someone sells something!”



No doubt, this has always been true in every commercial organisation that ever existed, but in our challenging economic environment today, it takes on an even greater significance. We are indeed in challenging times.

So how are you taking on the challenge? How is your organisation's sales force? Are you prepared and able to turn challenges into opportunities that can catapult your business to a completely new level?

If you identify with any of these issues, watch this **short video** to hear about a solution.

Sales Academy

At Executive Central, we have developed the Sales Academy program based around our ADAPTOR® Professional Sales System and our proven virtual, multi-organisation format.

ADAPTOR® is a new and pragmatic approach to professional selling in the 21st Century that aims to turn organizational good intention into salesforce action, and ensure active salespeople are effective salespeople! It explores the 'what', 'how', and 'why' of professional selling and dispels many selling myths along the way.



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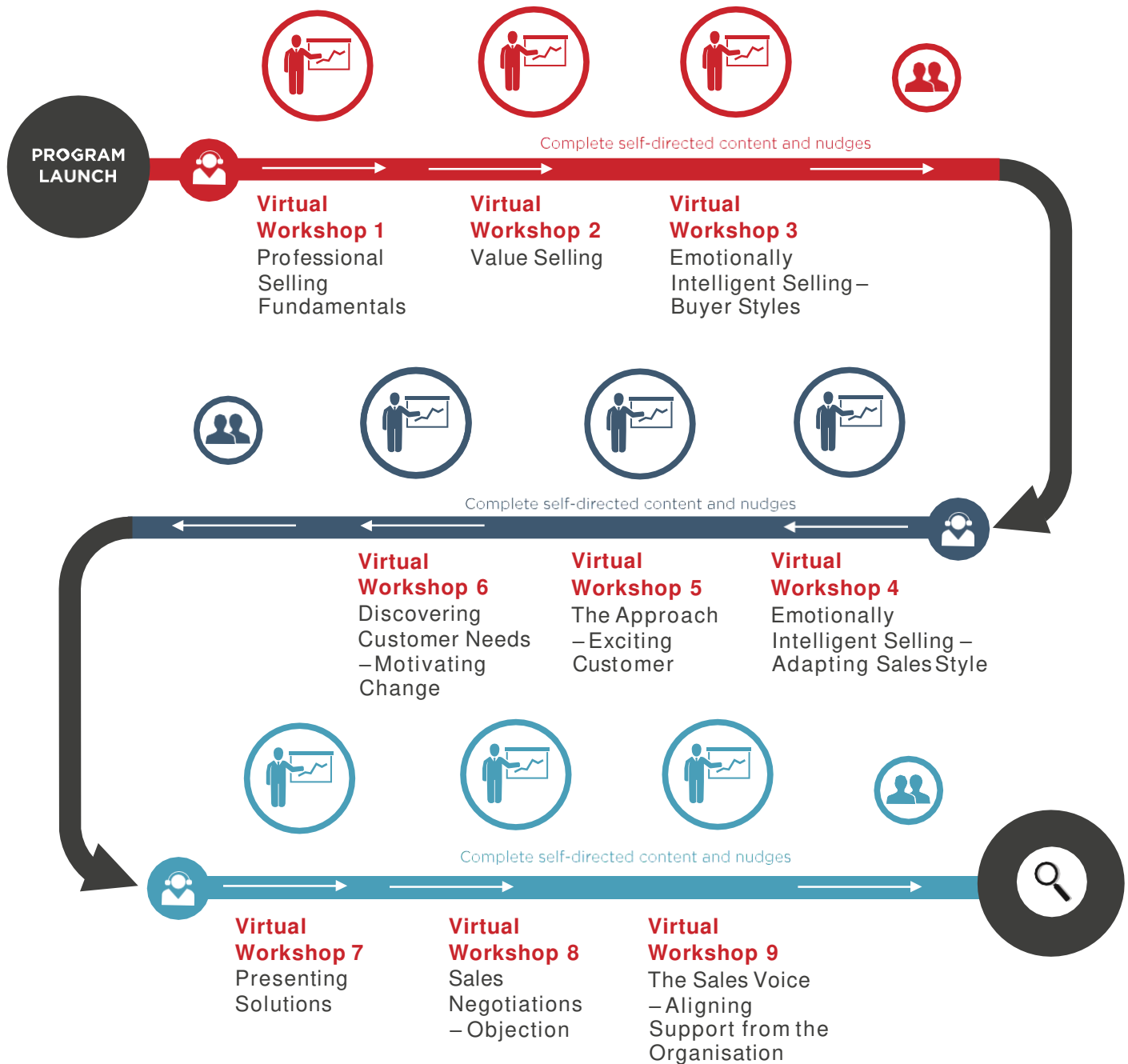
Program Overview

- Program Launch / Orientation Session
- 9 x 2-hour virtual workshops
- Digital e-zine workbook including all content, methods, and models (including: supporting media)
- 3 x individual coaching sessions
- Enrolment in Executive Central's Forget Me Not app
- Enrolment in Executive Central's ECOS online Emotional Intelligence app
- Membership of Executive Central's Sales
- Excellence Alumni (includes follow-up events and activities)
- Our unrivalled Performance Guarantee
- 12 months ad-hoc Telephone Support

The program fee is **\$5,500 + GST**

Executive Central Sales Academy

Learning Pathway



VIRTUAL
WORKSHOP



COACHING
SESSION (1 HOUR)



SELF -DIRECTED
LEARNING



PARTICIPANT
SURVEY

Sales Academy Workshop Structure

The below diagram provides an overview of our virtual workshop structure and outlines the approximate duration for the pre-work and facilitated activities associated with each workshop.

1

PRE-WORK

A pre-work activity and reflection exercise (approx. 30 minutes)

Key activities:

Core content and pre-work activities are provided digitally and utilise a number of media (eg. video clips, articles, book summaries, internet research, etc).

Participants to reflect on what they have or are experiencing themselves or how they can apply what they've heard/seen/read in the activity to their own sales situations.

2

FACILITATED VIRTUAL WORKSHOPS

A facilitated virtual workshop (90 minutes – 2 hours)

Key activities:

The workshops will combine short bursts of group facilitation with breakout activities (eg. role plays, sub-group discussions, virtual group activities/challenges)

Note: We utilise virtual breakout rooms to allow the group to regularly break off from the central meeting and report back to the main group at the conclusion of the breakout activity

3

REAL WORLD APPLICATION

Follow up actions included in this program are designed to ensure embedding of learning and sustainment of outcomes.

Key activities:

Each participant will be encouraged to develop action plans that can be tried and tested before the next virtual group workshop.

Participants receive a series of learning nudges in the form of questions via our **Forget Me Not app**, which tests their understanding of the core content and provide remediation or learning extension based on their responses.

Individual virtual coaching sessions are provided for tailored individual support.



If you have any questions please connect back to your Executive Central contact.

Alternatively, you can call me on 0402 313 795 or email me at todd.everitt@executivecentral.com.au

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