



# Course Outline

## Bespoke – designed to fit your needs

**Course Number:** IFST201112

**Course Length:** As required

### Description

All IFST Sales Performance training is highly customised to fit the precise needs and processes in our clients' businesses. Research confirms that deep customisation drives better outcomes because it is highly relevant and immediately applicable for participants. Top sales organisations understand that different sellers and teams need different capabilities.

### IFST Sales Performance Customisation Process

The customisation process for sales training ensures we:

- Define and target the most critical selling behaviours your organisation needs to prioritise for sales success at this moment, in your market.
- Facilitate early engagement and buy-in across your leadership and management teams to help drive change.
- Have clarity and accountability to drive to your timelines and outcomes.
- Incorporate and drive alignment and further adoption of the tools and systems you already use that work for your teams
- Create a cohesive sustainment plan that drives long-term, lasting change.
- Develop and deliver highly engaging and relevant learning materials that inspire your sales team to push harder in trying new approaches and growing their skills to raise standards in front of your customers.
- Create Induction courses to welcome your new salespeople into your organisation and give them the stepping-stones they need for a successful career and financial reward for both themselves and your business.

We begin by conducting a series of stakeholder interviews, most often with senior executives, frontline sales managers, and top-performing sales professionals. This helps us get a clear understanding of your strategy and culture, go deeper into your specific needs, and get a better understanding of what's working and what isn't. All of this helps guide the creation and delivery of your custom training solution.

Secondly, we will make recommendations for the learning journey and measurement and sustainment strategy. We will lay out the exact content that your managers and salespeople will learn before, during, and after the training events. Delegate rate: Dependent on Design and Delivery time

**Delegate rate:** Dependent on design and delivery time