



A Global Software Provider \$29m is increase in revenue attributed to this initiative

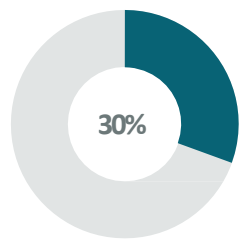
We have been working with this client for 5 years in the key areas of Strategic Account Planning and on a Sales leadership program. We work with over 500 sales executives and sales managers across EMEA, USA and APAC.

Our current program, which is now in phase 2, is driving a sales management system of process, technology and sales leadership capability to deliver transformational growth in sales productivity.

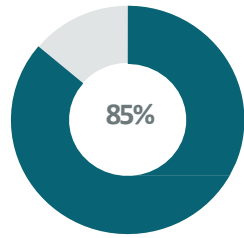
Results from phase 1 of the program are highlighted and phase 2 sees us moving into integrated sales and marketing demand generation and upsell/cross-sell capability.

“We have experienced increases across all our key performance and pipeline metrics, including sales velocity, deal size and even talent retention which is attributable to the execution of the Sales Management System and coaching **\$29m is increase in revenue attributed to this initiative**”
~ Chief Strategy Officer

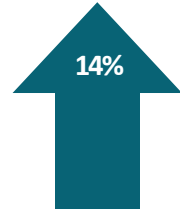
Sales Productivity Metrics



Target Attainment
of reps achieving 100% of target or above (was 26%)

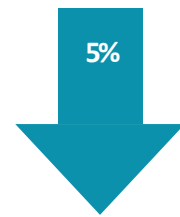


Quota Attainment
% of reps that are achieving quota (was 78%)

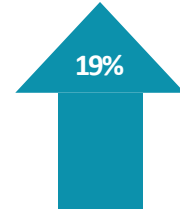


Revenue Per Head
Sales revenue per sales head

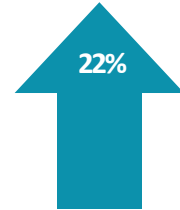
Pipeline Metrics



Sales Cycle
Average sales cycle reduced from 49 to 47 days



of Opportunities
Number of opportunities in the pipeline YoY



Deal Size
Average deal size increase Q2 14 to Q4 15



Who are Mentor Group and what are our differentiators?



About Us

Mentor Group is a data-led sales transformation company, dedicated to driving exponential sales transformation, productivity and performance with digital-first enablement.

Put more simply; we help organisations sell more often, for more money, faster than ever before.



You can verify this ISO 27001 accreditation by clicking [here](#), and using the reference number 227526.



Partnership Collaboration

A dedicated Account Manager who will support the program's success and conduct regular reviews with you

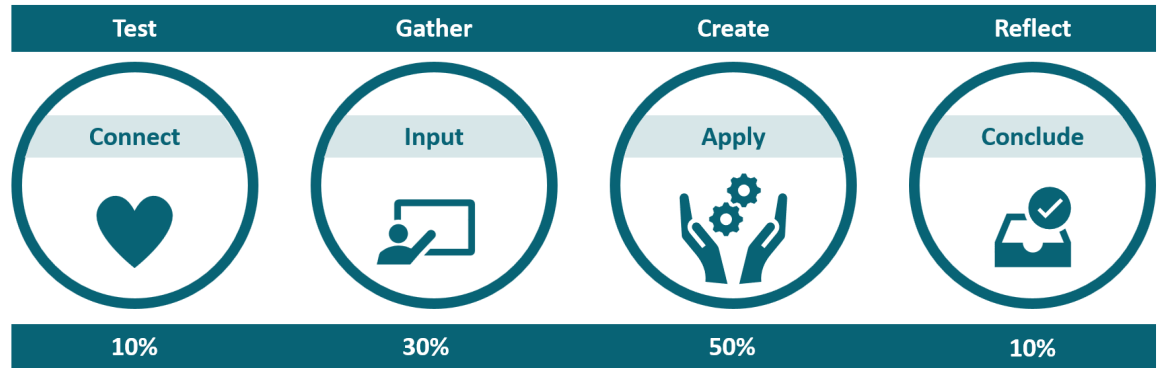
An Account Director to provide oversight of the project and provide you with a channel through which to escalate problems

A Client Success team with named contact to support your administration requirements






An Engagement Leader and Subject Matter Expert who will oversee the design and delivery

Mentor Group's Application-Based Learning

To provide full brain application-based learning, Mentor Group designs learning around its CIAC framework – Connect-Input-ApPLY-Conclude. Each stage is designed to stimulate every participant across the full range of neurological learning functions through facilitated activities.



Different Delivery Approaches

 <p>Virtual Instructor Lead Training (VILT)</p> <ul style="list-style-type: none"> • Maximum 90 minutes sessions using application based learning • Maximum of 3 per day • Group size of up to 12 	 <p>Instructor Lead Training (ILT)</p> <ul style="list-style-type: none"> • Typically a full day sessions using application based learning • Group size of up to 17 	 <p>Digital Learning</p> <ul style="list-style-type: none"> • Delivered on demand via our Kairos platform • Includes knowledge checking and gamification 	 <p>Coaching as a Service (CaaS)</p> <ul style="list-style-type: none"> • On demand access to Mentor Group coaches • Working on specific business challenges and opportunities • Flexible consumption model 	 <p>E-Seminar (Webinar)</p> <ul style="list-style-type: none"> • Large groups of up to 500 • Maximum 1 hour • Supported by Adobe senior leaders and SMEs
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Sales Performance Coaching - Areas of Focus

Coaching is focused on delivering results in 3 key areas, across sellers and sales leaders.



Topics could include:

For Sales Leaders

- Improving sales effectiveness and operational rigour
- Improving forecast accuracy
- Improving big deal close success forecasting
- Increasing active pipeline

For Sellers

- Accelerating the sales stages
- Buying coalition engagement & influence
- Consultative and value selling stratagems
- Deal planning & reviews
- Unblocking stuck deals

Measures of Success/Indicators could include:

For Sales Leaders

- Leading – Pipeline values, volumes and velocity
- Lagging – New order intake

For Sellers

- Leading – Number of deals past discovery
- Lagging – New order intake

Award Winning Solutions



The **SaaS Awards**

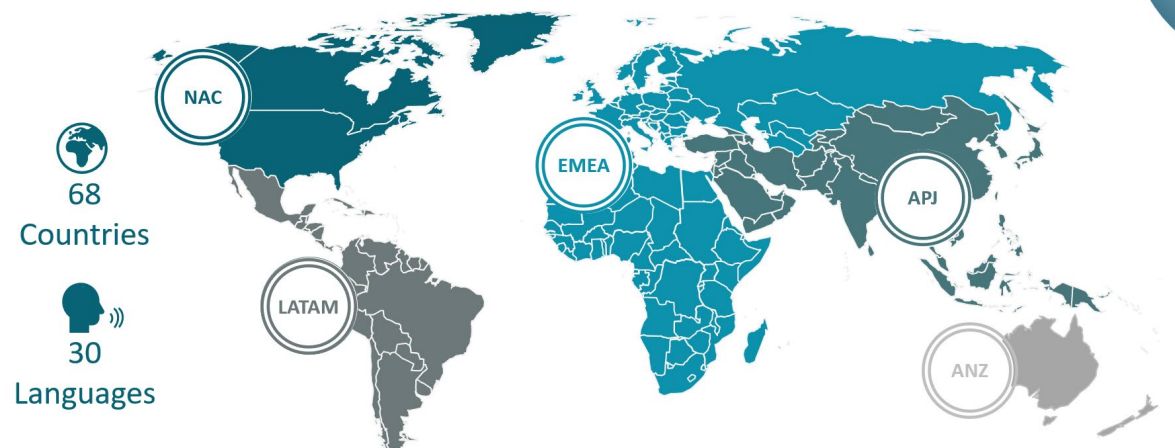
WINNER 2022

Best SaaS Product for E-Learning - Kairos

"Mentor Group's Kairos provides a modern and flexible learning experience platform to help sales teams optimize performance through dynamic and autonomous employee training. As the nature of workplace learning is rapidly reconceived as fully digitalized, a pioneering, data-driven product like Kairos brilliantly showcases the advantages of the new paradigm, such as increased accessibility, customizability, and information retention. Everyone at SaaS Awards was impressed by Mentor Group's Kairos."

Quote From Lead Judge - Robert Bassett

Global Delivery Capability



Arabic	Dutch	Greek	Polish	Slovak
Bahasa Indonesia	English	Italian	Portuguese	Spanish
Bulgarian	Finnish	Japanese	Romanian	Swedish
Cantonese	Flemish	Korean	Russian	Thai
Croatian	French	Mandarin	Serbian	Turkish
Danish	German	Norwegian	Siamese	Vietnamese