

WELCOME TO MENTOR GROUP

We help you sell more often, for more money,
faster than ever before... guaranteed.



Mentor Group is a sales enablement organisation, focused on driving transformation and growth across every area of your business. We follow a simple but effective 3-step process that ensures your organisation is future ready: Diagnose, Enable, and Optimise.

Whether you're facing a company obstacle, or you want to focus on individual development, our team of experts and industry pioneers are on hand to design and deliver a solution that is uniquely tailored to the needs of your business, generating tangible results against your specific KPIs.

We follow a simple but effective 3-step process that ensures your organisation is future ready: Diagnose, Enable, and Optimise.



DIAGNOSE

We identify the gap between where your business is now and where it needs to be in order to meet or exceed your targets and goals. Once that gap has been diagnosed, we design a unique solution, tailored to meet the needs of your business.



ENABLE

We work with you to deliver targeted solutions to your business, either integrating into existing platforms and processes, or introducing new systems and methodologies to help provide the foundation for future growth and enablement.



OPTIMISE

We engage in an ongoing commitment to optimising the programs we deliver to your business, ensuring that our solutions always match your organisation's specific needs - even as they change - and that we continue to help you drive the best possible results.

DIAGNOSE

Sales Productivity Blueprint is a configurable process map designed to provide consistency and best practice across your customer engagement cycle. This works by integrating strategic planning, marketing, sales, customer service and a leadership coaching cadence that will enable you to create the conditions for revenue growth. We achieve this by reviewing your existing processes, look at the people and technology implications of current and projected performance and then co-create a “to be” process that can sustain.

Sales Productivity Diagnostic (SPD) is a unique tool that can be deployed on your CRM or independently through a set of 7 clearly defined metrics to identify sales issues that may be impacting your productivity and performance.

ENABLE

Sales Academy puts the learner at the heart of the experience by providing a range of digital, on demand topics to suit the requirements of the learner. This is complimented by the ability to engage and expert and follow programs through to an accreditation recognised by the ISP.

Instructor or Virtual led Training uses the latest in adult learning techniques to provide an experiential experience that focuses on the outcomes you are looking to achieve. For example: Outcome Based Selling, Key Account Management, Storytelling, Negotiation and Sales Management Systems.

Kairos is a sales productivity platform delivering customised learning paths in one centralised place. Accessible via mobile or desktop any time delivering relevant content as and when it is needed. Kairos can be used for onboarding, on going sales training and accreditation and progress can also be tracked to enable further stream lining of your sales training strategy.

OPTIMISE

Coaching as a Service (CaaS) is scalable coaching on demand solution that offers access to specialist sales coaches focused on driving impact to the value, volume and velocity of your sales pipeline. It can be integrated via client portal, direct URL link or via MS Teams and accessed using a self service request portal via email, phone, Teams chat or Teams call, ensuring the most efficient and easiest method of communication.

Sales Transformation as a Service (STaaS) is a radical new way of providing the best sales enablement for your team, in a way that is interactive and aligned with your organisations specific needs. By combining cutting edge sales metric diagnostics, cognitive assessments and a blend of digital learning interventions tuned to the individual, you are able to engage and measure your sales force to impact and improvements your core metrics.

Our Solutions Produce Tangible Results



49%

increase in average deal size



60%

decrease in ramp up time for new hires



28%

increase in sales win rates



40%

increase in cross-sells and upsells



17%

increase in sales within the first month

CASE STUDY:

Global Software Provider - \$29m Revenue Increase

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.

What our Clients have to say about us

“I liked that we began to address our focus as a leadership team. This will help me to focus my team and tightly align to our mission of delivering our client centred, partner engaged approach to delivering success for our business, partners and clients.”

-- *VP of Sales Strategy and Industry Verticals, Blue Prism*

“It was great to be a part of this training. The program gave good insights on the way different business opportunities should be dealt with alongside highlighting the importance of being relevant to your partners and being 'top of mind' to customers as a Vendor.”

-- *Channel Manager, West Africa, Lenovo*

