



# Sales Academy

Empowering your sales teams with the latest skills and knowledge by providing SMBs with enterprise level sales training to maximise your revenue, profits and talent management.



**£24**

Every pound invested in sales training returns £24 in incremental revenues



**20%**

The best sales training will improve the performance of an individual on average by 20%



**76%**

76% of organisations see their profits increase up to 20% in their first year after introducing sales enablement

There are three key challenges facing small and medium sized businesses today; revenue, talent management, and profits. Underpinning all three of these issues is a much wider issue – sales enablement. In fact, firms where salespeople use Sales enablement and get consistent coaching see 73% quota attainment. So, if the root issue for SMBs is a lack of sales enablement, then what is the solution?

## **The Sales Academy powered by Mentor Group.**

The Sales Academy is a unique sales enablement tool designed to bring enterprise-level training and skills at SMB prices.



## Channels

See all &lt; &gt;



Negotiation Fundamentals



Sales 101



Outcome Based Selling



Social Selling



Financial Acumen



Key Account Management

## ★ Favourites

## What is Sales Academy?

The Sales Academy offers bite-sized videos, eLearning and sales tools directly to your mobile or laptop, enabling your salespeople to learn on-the-go, on-demand, on any device. You can say goodbye to spending thousands on all-day training seminars and workshops, and say hello to a culture of self-paced learning with no disruption to your ‘business as usual’.

The library of content is also constantly being updated, giving you the most relevant and applicable learning straight to your pocket.

All the content available within Sales Academy is written by industry experts and backed by accreditation from the Institute of Sales Professionals, so you know that you’re getting the best possible sales enablement and development training.

The benefits don’t stop there. With the unique Ask An Expert feature, your sales team gets direct access to Mentor Group’s team of sales experts and their enterprise-level knowledge and experience.



Constantly updated  
bite size learning



Enterprise level  
industry knowledge



Learning on demand  
technology platform



Ask the expert  
feature

# What you get with Sales Academy



## Sales 101

In this channel you will learn the basics of professional selling. You will recognise the importance of planning, creating value engaging different stakeholders and asking the right questions to uncover customer needs. This channel is suitable for all sales roles who need a refresh of the key skills and those new to sales to learn the basics to help you stand out from the competition.



## Social selling

In this channel you will learning a structured approach to engaging customers and prospects over social channels. You will be able to create your digital brand, create connections and develop your credibility to help engage the right people in relevant sales conversations. This channel is suitable for all sales roles.



## Key Account Management

In the channel, you will learn how to plan and develop your chosen growth accounts. You will learn how to build a customer strategy map to create new and engaging conversations. You will know how to develop a stakeholder map to identify and target the right individuals. You will also learn how to work as a virtual team to create compelling value to outperform the competition. This channel is suitable for sellers who are looking to develop growth strategies for their accounts.



## Outcome based selling

In this channel you will learn how to focus on customer outcomes as a core strategy in your sales approach. You will learn how to ask the right questions to identify and quantify the change your customer is looking to make and how your solutions will deliver this change. You will also learn the importance of emotional intelligence in creating great customer relationships. This channel is suitable for all sales roles.



## Negotiation fundamentals

In this channel, you will learn the phases, skills and techniques to engage your customer in win: win negotiation situations. You will learn how to prepare and manage negotiation discussions and also recognise the tactics buyers use during the process. This channel is suitable for all sales roles.



## Storytelling

In this channel you will learn the importance of telling stories in a professional sales approach. You will learn how to structure a story, use different types of stories throughout the sales process to engage your customers at an emotional level. This channel is suitable for all sales roles.



## Financial Acumen

In this channel, you will learn the understand language and aspects of business finance. You will know how to read a financial statements and balance sheets along with the key terminology required to engage financial stakeholders. The channel is suitable for all sales roles.



## Continuous Updates

New channels containing eLearning, and videos are continuously being added to reflect the latest in sales trends, knowledge and industry best practice to ensure your sales teams are always ahead of the curve.

- Home
- Channels**
- Messages
- Surveys
- Resources
- Progress
- Settings

< Back

**Behavioural Styles Overview**

Learn how powerful rapport can be built by flexing your behavioural style to meet the...

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**Planning Engagement**

Plan virtual customer engagements that establish needs and progress decision making to achieve...

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**Value Creation**

Learn how to focus on the client's business outcomes, not our products to create true value

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**Behavioural Styles - Drivers**

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**Behavioural Styles - Analysts**

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**Behavioural Styles - Amiables**

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**The Key Principles of Questioning**

Increase the chances of your customer saying yes by learning how to use powerful questions

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**Making Questions Emotional**

People buy through emotion first, logic second. Learning and using emotional questions that...

▶ Play video   ⬇ Download resource

# Why Buy Sales Academy?



## Increased Revenue and Profitability

Allowing your sales teams to train at their own pace in bite size chunks means that they are never off the road so never missing an opportunity.



## Enhanced Talent Management

As Sales academy is constantly being updated with the latest skills, knowledge and insights from our industry experts your sales teams will always be gaining new skills and staying ahead of the curve.



## Unbelievable Value for Money

For less than £1 per day, you can provide your salespeople with the skillset, toolset, and mindset to become elite sellers, creating a culture of consistent learning and development and accelerating your revenue growth.

Monthly Price

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£20

Per User  
Per Month

Annual Price

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£240

£192

Per User  
Per year

20% OFF  
Limited Time  
Offer

\*All prices excl. VAT

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