



SALES **PROPOSITIONS**

AN OVERVIEW





INTRODUCTION

The way consumers buy has evolved dramatically in recent years. The salesperson is no longer the only product expert, thanks to e-commerce and online reviews.

As this shift has occurred, consumers are demanding a more personalised approach when deciding who to trust in their buying and investment decisions.

Our Sales Propositions not only bring sales and negotiations practices up to date but also equip leaders and teams with the agility and mindset required to successfully navigate future change.

Using tried and tested models and techniques, we share the skills required to put your sales teams ahead of their competitors. This brochure outlines our four sales propositions alongside delivery options.

OUR SUCCESS

We measure our success based on our high referral rate, the length of relationships with our clients, and anecdotal evidence.

- After running a Negotiation Skills pilot, one client reported a 1,400% ROI in the following quarter.
- A Sri Lankan Bank reported that it had made its investment back in one week after our Negotiation Skills program.
- We have a six-year relationship with one of the world's top insurance companies.
- We are now in our third year of a leadership program with a global luxury retail brand.
- We have a 20-year plus relationship with a global bank, running regular leadership, sales and negotiation programs.
- We run a flagship Negotiation Skills program with a well-known bank in Singapore.

OUR SALES PROPOSITIONS



PARTNERSHIP SALES

Our 4-stage CUSP approach helps sales teams develop the skills to connect with the right clients, understand their challenges and motivations, share ideas about what they may need, and help the customer progress to the right solution.

We share the tools and techniques that will help your teams get alongside their clients and support them in their buying decisions.

The workshops are insightful and interactive, giving the participants many opportunities to practice the tried and tested models we share.



NEGOTIATION SKILLS

Our Negotiation Skills proposition offers the structure required to significantly improve your team's chances of getting better deals.

We outline a five-stage negotiation framework within which sit 30 key principles. Participants will learn how to fully prepare their numbers before a negotiation using a simple but highly effective tool.

We have a successful track record of running this program with a number of clients at various different business levels.



SALES COACHING

Equipping team leaders with coaching skills is key to supporting their teams on an ongoing basis.

We utilise well-known coaching tools during workshops facilitated by accredited coaches. The participants then practice those tools and techniques in bespoke business-based case studies to mirror their everyday experience.

We work with clients to develop these case studies to ensure an authentic experience. We also offer follow-up coaching conversations to support team leads post-workshop.



BUSINESS SIMULATION

Our unforgettable Business Simulations are a unique way to put the learnings from our workshops to the test.

Participants compete in teams to successfully run a fictional business over one year, with a focus on increasing the performance of the sales team.

Along the way, we throw in disruptive experiences using professional role players to test participants across a variety of skills. The simulation ends with presentations to senior management outlining what has been learned and how the participants will adopt it going forward.

At A Glance

PARTNERSHIP SALES

PROGRAM	SALES FOUNDATION	SALES ADVANCED	SALES EXECUTIVE
Audience	New Joiners	Sales Professionals	Top Performers
Max Class Size	12	12	8
Face to Face	1 day	2 days	2 days
Virtual	2 x 4 hours	4 x 4 hours	4 x 4 hours
Facilitators	1	1	2
Role Players	0	2 (half day)	2 (half day)
Bespoke Case Study	No	Yes	Yes
Ongoing Coaching	No	Optional	Yes

NEGOTIATION SKILLS

PROGRAM	NEGOTIATION FUNDAMENTALS	ADVANCED NEGOTIATION SKILLS	EXECUTIVE NEGOTIATION SKILLS
Audience	First Time Sales Leaders	Sales Professionals	Top Performers
Max Class Size	16	12	8
Face to Face	1 day	2 days	2 days
Virtual	2 x 3 hours	3 x 3 hours	3 x 3 hours
Facilitators	1	1	2
Role Players	0	0	2 (half day)
Bespoke Case Study	No	Yes	Yes
Ongoing Coaching	No	Optional	Yes

SALES COACHING

PROGRAM	SALES COACHING FUNDAMENTALS	ADVANCED SALES COACHING	EXECUTIVE SALES COACHING
Audience	First Time Sales Leaders	Experienced Sales Heads	Sales Business and Function Leaders
Max Class Size	12	8	6
Face to Face	1 day	2 days	2 days
Virtual	2 x 3 hours	3 x 4 hours	3 x 4 hours
Facilitators	1	1	2
Role Players	0	2 (half day)	2 (half day)
Bespoke Case Study	No	Yes	Yes
Ongoing Coaching	No	Optional	Yes

BUSINESS SIMULATION

PROGRAM	GENERIC	BESPOKE
Audience	All Levels	Top Performers
Max Class Size	32	32
Face to Face	2-4 days	2-4 days
Virtual	4-6 half days	4-6 half days
Facilitators	1 to 8 ratio (24 participants = 3 facilitators) Plus 1 orchestrator	1 to 8 ratio (24 participants = 3 facilitators) Plus 1 orchestrator
Role Players	4 (alternatively business leaders can play the client role)	4 (alternatively business leaders can play the client role)
Bespoke Case Study	Yes	Yes
Ongoing Coaching	Yes	Yes



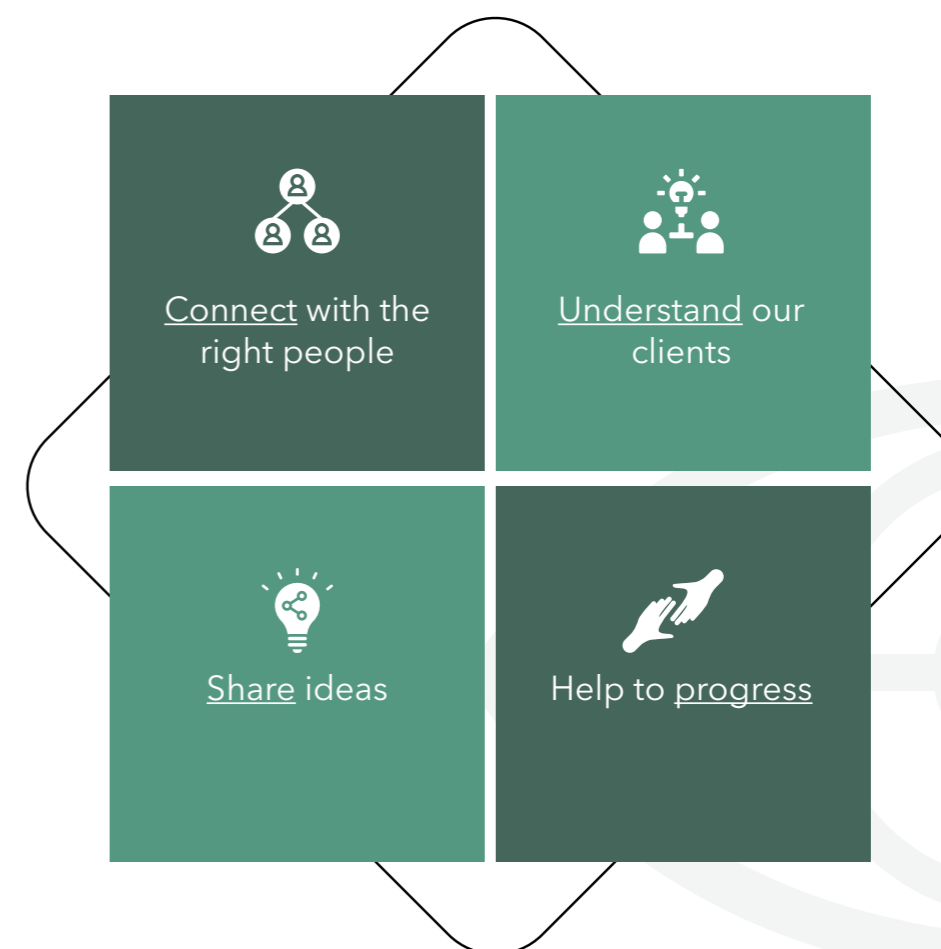
Sales Propositions

PARTNERSHIP SALES

We have developed a unique program that allows salespeople to get alongside their clients and help them in their buying decisions.

Our Partnership Sales program is a four-stage approach to selling from a new perspective. Following our unique CUSP model, it offers skills that help sales teams connect with the right clients, understand their specific needs, to share ideas, and to progress to a sale.

Throughout the four stages, participants use challenging business-based case studies to put into practice the skills they have learned.



PARTNERSHIP SALES

What Does It Look Like?

Partnership Sales follows the stages below:



CONNECT

The first stage is to **connect** with the right people. Who do we want to work with and who will be a good fit for us? How should we connect with them?

In this module, we cover areas including:

- Making a good first impression
- Preparation planning
- Building trust
- Role Play



SHARE

The next stage is to **share** ideas and get creative about what the client may need. This is a joint process working alongside the client.

In this module, we cover areas including:

- Presenting Solutions
- Telling Great Stories
- Client Ideation



UNDERSTAND

The second stage is to really **understand** our clients, both professionally and personally. We need to understand their story and what motivates them. To do this well we must really dial up our genuine curiosity.

In this module, we cover areas including:

- Resilience
- Client Engagement
- Active Listening
- Genuine Curiosity
- Role Play



PROGRESS

The fourth stage is helping the client **progress**. What issues can we help the client overcome? How can we understand and reframe any blockers, helping the client move forward in partnership?

In this module, we cover areas including:

- Overcoming Objections
- Getting into others' shoes
- Closing Techniques
- Role Play



←..... Click the icon to watch the video

Delivery Options

FOUNDATION

- An opportunity to learn, or refresh, fundamental sales tools, models and frameworks
- Participants will work with each other to practice and embed the learning experientially
- Included is a mixture of small and large group activities, as well as opportunities to apply to real-life scenarios

ADVANCED

- Introduces more advanced concepts and tools
- Incorporates professional role players as clients
- We work with you to create bespoke case studies relevant to your industry, needs and focus
- Option for ongoing group coaching

EXECUTIVE

- Focused exclusively for top performers
- Combines advanced sales concepts and tools with Master Class elements based on unique needs of participants
- We work with you to create bespoke case studies relevant to your industry, needs and focus
- Option for ongoing group coaching

PARTNERSHIP SALES

What are the outcomes?

Participants in this program will learn the latest techniques in:

<p>Creating connections confidently</p>	<p>Building trust quickly</p>	<p>Asking powerful questions</p>
<p>Overcoming client objections</p>	<p>Active listening</p>	<p>Establishing real needs</p>
<p>Co-creating solutions</p>	<p>Presenting the value proposition</p>	<p>Helping clients make the right decision</p>

Program Options

PROGRAM	SALES FOUNDATION	SALES ADVANCED	SALES EXECUTIVE
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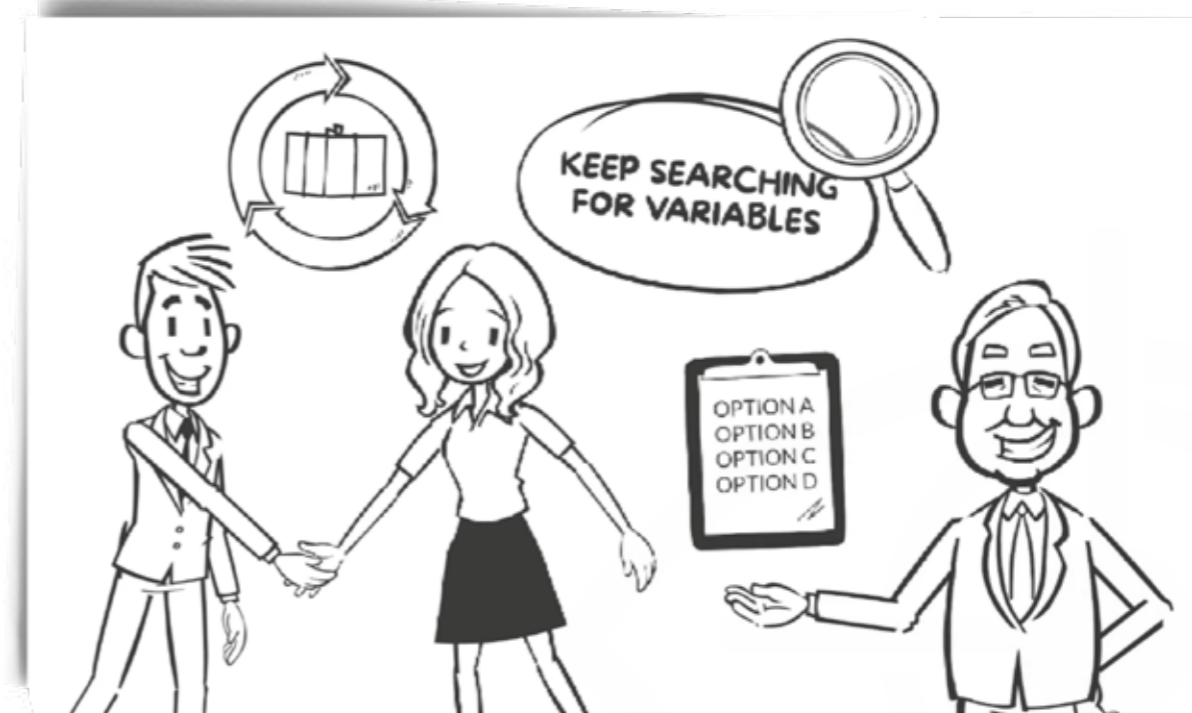
Sales Propositions

NEGOTIATION SKILLS

Most people are poor negotiators, but it's a skill that can be learned in a matter of a few hours.

Our Negotiation Skills program shows participants how to effectively prepare for a negotiation, how to negotiate as part of a team, and offers 30 principles that will help them reach a win/win deal.

From relationship managers to sales people and beyond, this program benefits anyone who negotiates in their daily activities.



NEGOTIATION SKILLS

What Does It Look Like?

We utilise our framework of 30 Negotiation Principles to support participants through their learning journey.

The principles are divided into five stages, namely **Prepare, Explore, Propose, Bargain & Close**.

We also introduce a model for understanding the Minimum/Maximum Settlement Package between you and your negotiator, as well as how to utilise Team Dynamics in a negotiation.

In addition to the principles and tools, we create scenarios (depending on package, including bespoke case studies and professional role players) to give participants the opportunity to practice.



Lauren Bell



Click the icon to watch the video

Delivery Options

FOUNDATION

- An introduction/refresher of key sales fundamentals
- Exploration of the Four Faces of Coaching styles
- Opportunity to practice coaching styles among fellow participants
- This will include real-time coaching of team members

ADVANCED

- In addition to the features of the Foundation level:
- Inclusion of professional role players
- Customised case studies in line with business line and industry realities
- Bespoke videos created to support innovative participant practice methods

EXECUTIVE

- In addition to all of the above we will introduce professional role players to play the part of client/internal stakeholder
- Customised complex case study and scenarios will be developed alongside the business for maximum, real-time relevancy with a focus on the challenges facing senior leaders

NEGOTIATION SKILLS

What are the outcomes?

Participants in this program will:

<p>Learn the 30 principles of Negotiation</p>	<p>Understand how to fully prepare</p>	<p>Use powerful exploration techniques</p>
<p>How to negotiate as a team</p>	<p>Get the mindset right to succeed</p>	<p>Know how to effectively propose</p>
<p>Use bid movements to get to a deal</p>	<p>How to get the other party to a 'that's right' position.</p>	<p>Close a win/win deal</p>

Program Options

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Sales Propositions

SALES COACHING

This proposition has been designed for Sales Team Leads with the intention of equipping them with the skills required to lead highly successful next generation teams.

The program is two-fold: a refresher of sales capabilities and training leaders to become coaches who can motivate staff of all levels and mindsets.

The desired outcome is to drive a cohesive and purposeful sales culture that puts the client first, with growth and personal development at its core.



SALES COACHING

What Does It Look Like?

Our Sales Coaching proposition offers a refresher in the basics of sales to enhance the skills of Sales Team Heads alongside coaching training to allow managers to motivate, support and develop team members.

We use well-known coaching techniques alongside proven sales models throughout this program.

To bring the content to life and give participants the opportunity to practice what they have learned, we offer the option of using professional role players with sales experience in bespoke business-based case studies along with video recordings.



Delivery Options

FOUNDATION

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- Exploration of the Four Faces of Coaching styles
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SALES COACHING

What are the outcomes?

Participants in this program will learn the latest techniques in:

Refresher of Sales Fundamentals	Role modeling what great looks like	Understanding role of sales coach
Know the 4 styles of coaching	Conversational coaching techniques	How to give positive feedback
Adopting a challenging style where needed	How to coach from and expert position	Empowering others to higher performance

Program Options

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Sales Propositions

BUSINESS SIMULATION

Our unique Business Simulation is an unforgettable experience tailored for various audiences. It's designed to be extremely challenging and engaging throughout and can be run virtually or in-person over various durations, depending on client needs.

The purpose of our simulations are to challenge participants in areas determined as developmental opportunities by our clients, such as:

- Leadership Capabilities
- Negotiation Skills
- Sales Performance
- Coaching Skills



BUSINESS SIMULATION

What Does It Look Like?

We use several realistic scenarios, such as running restaurants, hosting events such as music festivals and conferences, or managing co-working spaces. The experience then takes place in these actual premises! Teams will compete against each other to run the most successful business over a simulated year.

From detailed case studies, the teams need to create a vision, a brand identity and a marketing plan. They will engage with existing customers, staff members, suppliers and even the Press. There are unexpected curve balls throughout - all done against the clock!

On the final day, the team makes a formal presentation detailing the highs and lows of their experience and what they have learned.

Finally, each participant receives personalised feedback on their performance. A report is created to enable key learnings to be applied.



Delivery Options

GENERIC

- Choose a scenario outside of your current business
- A level playing field is created for all participants as it will be an unfamiliar industry to work in
- Participants at all levels are all fully involved from outset
- An exciting backdrop to learning is created as participants will be working in realistic settings
- Examples include restaurants, music venues and co-working spaces
- A memorable learning experience is created with new insights throughout

BESPOKE

- Opportunity to create powerful learning within own company context
- Tailored case study designed in conjunction with your subject matter experts
- Characters within simulation can include business leaders for additional positive disruption
- Specific contemporary business challenges can be simulated
- Example focus could be succession planning, sales transformation and leadership development
- This powerful experience can transform individuals and the business

BUSINESS SIMULATION

What are the outcomes?

Participants in this program will learn the latest techniques in:

 Strategic thinking skills	 Holding difficult conversations	 Collaboration for success
 Prioritisation of resources	 Crisis Management capabilities	 Effectively influencing internal and external stakeholders
 Acting commercially	 Reflection and adaptation	 Executive presentation effectiveness

Program Options

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OUR CLIENTS



WHAT OUR CLIENTS SAY

"I would like to say that I thought it was an excellent programme that really provided a very realistic learning experience, indeed if any of the delegates are ever subjected to anything near the level of intensity achieved in a real negotiation, they will be thoroughly prepared, so I think that was ideal. I also felt that the thoroughness of the preparation and detail of the materials was akin to a major military exercise and with my background I certainly appreciated that."

Regional Learning Lead, North America

"I have worked with Jason and the Actualize team for a number of years. Their pragmatic approach, mixed with a very solid foundation of business experience enables them to see around the corners that other less worldly entities are not able to. I have used the negotiating techniques that Jason and his team have developed, both in my previous banking and current consulting roles. They are great at making things real."

Cam Adams

Head of Business Development and Marketing EY New Zealand

"This workshop was very well organised where all the activities went exceptionally smooth. All the facilitators contributed in ensuring an engaging atmosphere and offered insightful debriefing to help our HIPOs reflect and learn. I am particularly amazed by all the role players who successfully simulated very real situations to challenge our HIPOs and reveal their potentials in very different aspects."

Dodo Tang

Talent Management Director,
AXA

OUR GLOBAL ACADEMY

We have experienced consultants and facilitators globally who are accredited in delivering our programs virtually and face-to-face.

They come from a variety of backgrounds, collectively speaking more than eight languages. We hold regular upskilling and content sharing sessions with our Academy to ensure ongoing quality of delivery.

You can learn more about our team [here](#):



HOW WE CAN SUPPORT YOU

10-STEP ACCREDITATION PROCESS

To ensure our facilitators are aligned, prepared and the correct match for our clients, we undertake a rigorous 10-step accreditation process before engaging with any live programs. We also offer client involvement in the facilitator selection process.

ONGOING QUALITY ASSURANCE

In addition to the initial accreditation process, we observe and give feedback to our delivery team on an ongoing basis to ensure a consistently high standard. Further, we pride ourselves on our ability to adjust our content or delivery approach where required.

ALIGN DELIVERY TEAM TO CULTURE

Whilst it is important to match our delivery team to relevant experience relating to industry, content and more., we also note the importance of cultural relevance when partnering facilitators with programs. We will also ensure that the company purpose and values are integral to the learning experience.

ACCESS TO OUR LEARNING PORTAL

As well as our public-facing website, we have a password-protected portal whereby we can provide additional content, resources and materials for participants to refresh or continue their development.

VIRTUAL DELIVERY SUPPORT

We have a team of experienced moderators who can ensure the seamless delivery of our virtual programs. These moderators are trained to understand the technical requirements of a program and also align with the facilitators' intentions, methods and approaches to support the sessions.

SCHEDULING SUPPORT

Our team of schedulers can work with your internal teams to create scheduling frameworks. Where necessary, we can also arrange for enrolment support via our own platforms. This can also include attendance records.

INTERNAL MARKETING & COMMS SUPPORT

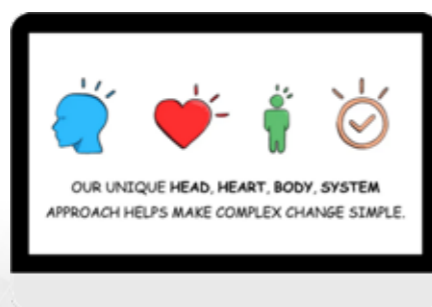
We know our programs inside out. That's why we often support internal marketing and communications around any program we offer. We have experience in achieving higher sign-ups for our clients when needed.

Who are Actualize?

We're a learning business helping people and organisations develop. We have a proven track record in leadership development, Partnership Sales, culture change and more.

Our unique Head, Heart, Body, System approach allows us to empower individuals and organisations through sharing knowledge, shifting mindset, giving the opportunity to practice, and creating the environment for lasting success.

Our Approach



Click the icon to watch the video



Your Team

JASON FURNESS
Program Architect



SAM FURNESS
Program Deployment



SARAH MILLSON
Program Communications and Resources



SHEENA FEW
Client Services Manager

