



SALES
TRANSFORMATION
FOR NEXT GENERATION SALES TEAMS

ACTUALIZEHK.COM

An Actualize program



SALES TRANSFORMATION

WHAT IS IT?



Our Sales Transformation propositions are designed using modern techniques, to equip your sales teams with the tools, models and frameworks to put you at the forefront of your industry. Using customised case studies and professional role players, we offer opportunities to practice modern sales techniques, innovative Negotiation Skills, various coaching styles and more.

We partner with our clients to create authentic, memorable and lasting learning journeys that are relevant to your organisation and industry. These journeys can comprise of all four propositions outlined in this document, or individually, depending on your business needs.





OUR SALES PROPOSITIONS

1

2

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.

In this program, 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.

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NEGOTIATION SKILLS

Our Negotiation Skills program 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 create realistic, business-based case studies for live negotiations during the workshops. We also utilise professional role players who play the role of clients for a truly authentic experience.

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OUR SALES PROPOSITIONS

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BUSINESS SIMULATION

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

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' crisis management skills.

The simulation ends with presentations to senior management outlining what they learned and how they will adopt it going forward.

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4

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.

Participants can then practice the techniques we share 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.

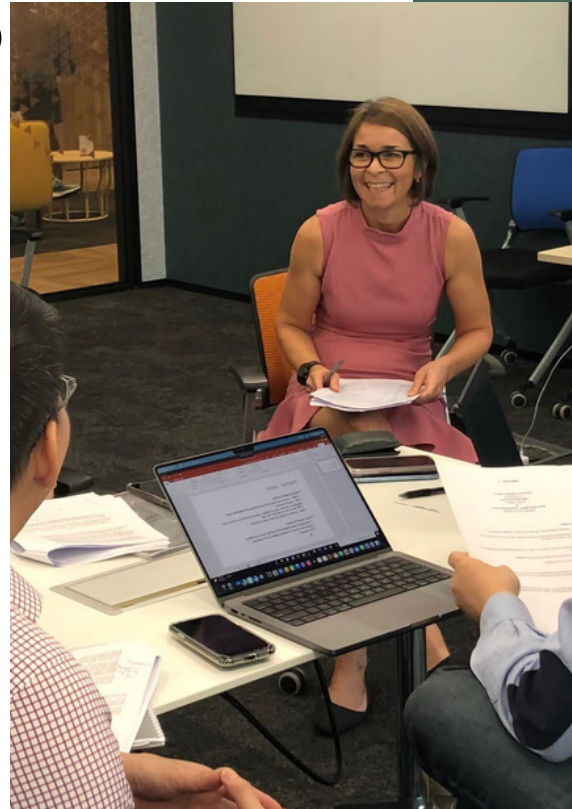
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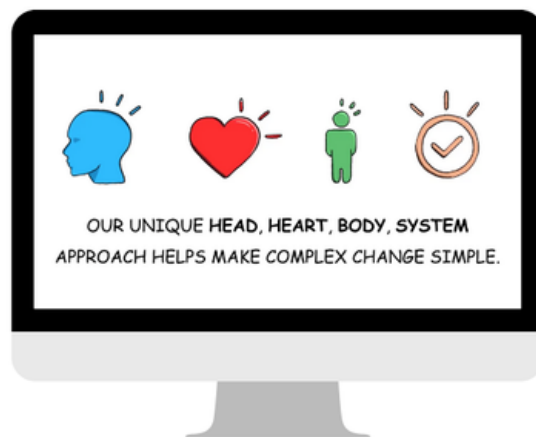
Who are Actualize?

We're a learning business helping people and organisations develop. We have a proven track record in leadership development, sales transformation, 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

SALES TRANSFORMATION

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ACTUALISE

Your Team

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Program Architect



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