

Impact Business Partners specialise in **transforming sales team performance** and strategy. As experts in sales, strategic thinking and psychology, we have an unbeaten track record in giving companies the edge they need to succeed.

Our clients rely on IBP to keep their sales force at the peak of their game. At IBP, we make it our business to keep up with the world's most innovative and successful approaches to selling – and to translate them into solutions that deliver direct top-line growth.

We don't just look at outcomes – anyone can do that. Our sales transformation experts and psychologists look at your sales team from inside out. We assess whether you have

The right people with the right character, behaviour and motivation

Doing the Right Things with sales skills, techniques and processes

Delivering the results through influence, collaboration and leadership

The IBP Sales Transformation consists of three key areas; **Assess, Lead and Develop.**

With Salecology® you will learn that most decision-making is not based on rational thought, but subconsciously.

Title for the diagram



Also available from Impact Business Partners:

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SALES TRANSFORMATION

Impact Business Partners specialises in transforming sales team performance and strategy. As experts in sales, strategic thinking and psychology, we have an unbeaten track record in giving companies the edge they need to succeed.

We don't just look at outcomes – anyone can do that. Our training delivery teams and psychologists understand the behaviours, skills, capabilities and motivations that drive top-performing salespeople, and how to unlock their full potential.

IBP LEARNING ZONE

Measure and sustain the impact of learning and behavioural change in and outside the classroom.

An essential tool for both teams and managers, the Impact Learning Zone includes a range of learning aids, reminders, bitesize videos and downloads that enable individuals to revisit lessons and review their progress. The Learning Zone will also give you and your sales team access to the Sales Coach App where ever you are.

COACHING

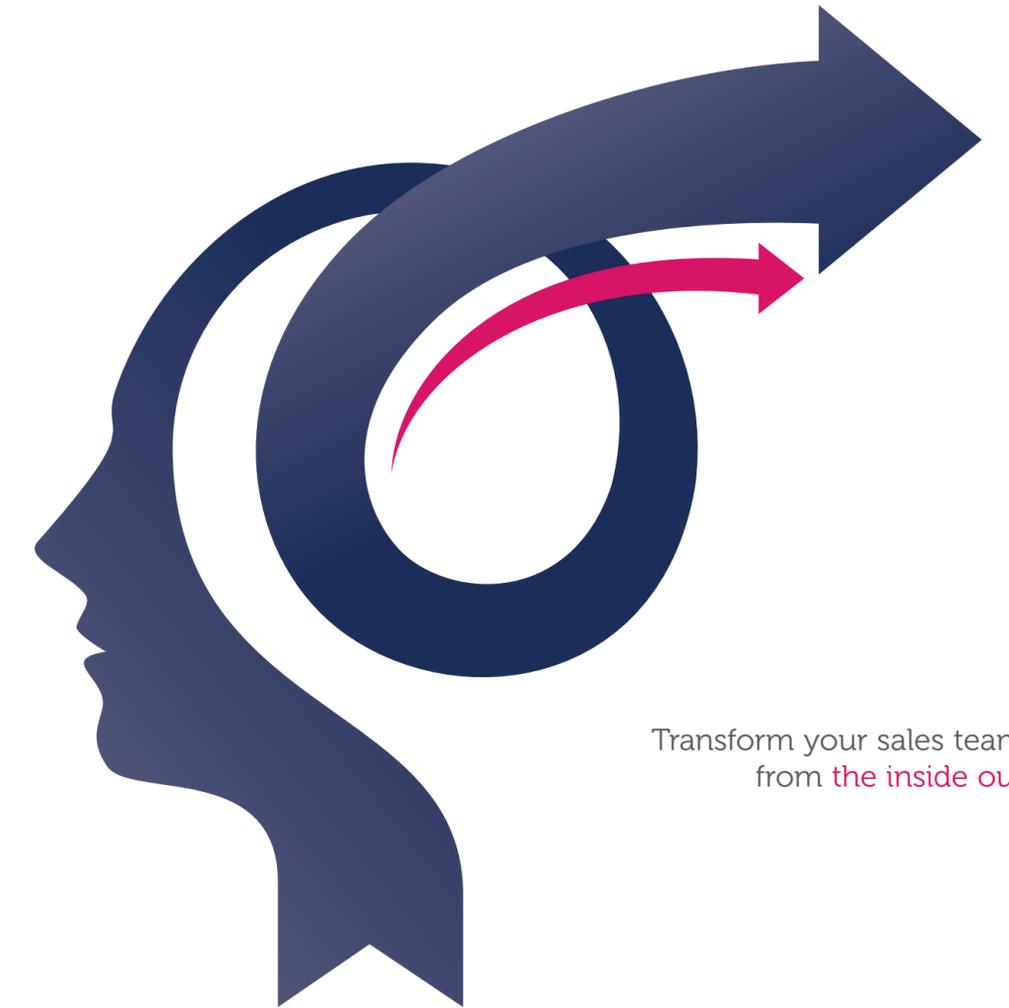
Sales Coaching is essential for creating sustainable and measurable impact on your top line revenue growth. The return on your training investment is achieved when new skills are embedded and reinforced through effective and consistent coaching. IBP offers a unique set of coaching development programmes for sales managers and leaders, as well as tools to help and support you and your sales organisation in driving successful revenue growth.

SALECOLOGY

Salecology is the science of building connections with customer – and influencing them to say "Yes".

It is a supercharged set of skills that enables sales, marketing and customer service teams to engage with clients on a completely new level. It is an invaluable tool for anyone seeking to improve their understanding of customer behaviour, boost their sales performance, and build stronger, more productive relationships.

transforming **sales performance**



Transform your sales team from **the inside out**



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Follow us on:

@IBPSales
for regular sales tips and market updates

@Salecology
for the latest inside knowledge on how to get your customers to say "Yes"





Assess: The right people

At IBP, our psychologists have built a single model that helps clients to define what “great” looks like for the various roles within their sales function. This is coupled with a set of propriety assessment tools that analyse the team to determine behavioural strengths, and to identify individuals whose personality, motivations and capabilities are the best fit with the company’s new strategic direction.

We know from experience that not all sales forces are the same, and that one size does not fit all.

The key to building great Sales Performance is to define the core behaviours required from the sales team, both for today and tomorrow. From experience IBP recognise that it is essential to define “what great looks like” in order to develop a clear and consistent framework for transforming sales performance.

To support you in defining this, IBP review your existing role profiles, competency frameworks & career paths and combine them with future role requirements. These behaviours will be aligned and assessed against IBP’s High Performance Sales Framework to build and define the ultimate set of behaviours for your organisation, market place and customers.

By knowing what “great” looks like, IBP provides candidate assessment tools that enable recruiters to conduct more in-depth, objective screening so that they always hire the right people for the right roles. Getting this right has a huge impact on creating high performance, ensuring new recruits become top performers within a short space of time and significantly reduces staff turnover. The ROI’s of this process are multi-faceted including reduced recruitment spend, quicker profitability and increased customer experience.

Assessment Tools

- IBP Aptitude Test
- IBP Personality Profile
- IBP Sales Suitability Report
- IBP Sales Professional 360°
- IBP Sales Group Reporting
- IBP Development Centre
- IBP Competency Models



Develop

Having a clearly defined sales process allows skills and behaviour to be linked to different stages of the customer journey. Analytics can be pulled from the sales systems and development targeted to remove blockages, reduce training time and deliver specific, measurable return on investment. However, a fatal flaw, and an all too common mistake, is the misalignment between the sales process and the customer buying cycle.

IBP have supported a wide variety of organisations to define and build their own “way of selling”. This has incorporated analysing and developing sales processes, defining skills and behaviours, and then implementing programmes to drive the change required.

Implementation of sales skills is divided into a blended learning approach comprising of pre-reading, videos, classroom, fieldwork and assessment. IBP have a selection of SELLING WITH IMPACT programmes that cover a complete spectrum of sales skills and behaviours. These can be delivered “Off the Shelf” or

customized to meet your organizational requirements. The Selling with Impact programmes also include Salecology®.

Salecology® is a supercharged set of skills that enables sales, marketing and customer service teams to engage with clients on a completely new level. Salecology® draws insight from the fields of psychology, sociology, neuro-linguistic programming, neuroscience and sales to analyse how people buy and what makes a successful negotiation.

With Salecology® you will learn that most decision-making is not based on rational thought, but subconsciously. IBP provide you the tools and techniques to tailor your sales approach, presentations and negotiation to connect with the customer on a subconscious level and influence them to say “Yes”.

Achieving sustained behavioural change is a continuous process, so what you do after the learning event is more important than what you do during the event itself.

Development Tools

- IMPACT Sales Process
- Customer Buying Cycle
- Meeting Planner
- Opportunity Planner
- Account Development Plan
- Territory Planner
- Learning Zone
- Salecology®
- Accreditation and Certification

The IBP Learning Zone includes a range of learning aids, reminders, bite-size videos and downloads that enable individuals to revisit lessons and review their progress. The IBP Learning Zone will also give you the ability to capture sales behaviours and coaching notes wherever you are.

SALES TRANSFORMATION



Lead

One of the critical success factors in driving sales transformation and behaviour change is the knowledge, skills and behaviour of the management and leadership team. If the sales managers lack the knowledge and capability to implement the new skills and behaviours then the transformation will dissolve.

To ensure you have the right sales managers and leaders in your organization, IBP has developed a clear set of leadership competencies and behaviours that separate great leaders from the rest. We have supported global businesses to define and shape their own set of competencies, built around the IBP High Performance Framework, and delivered development centres to assess and grow their leadership capability.

Many organizations use 360 tools to provide developmental feedback to managers. This is usually measured against the company leadership competencies, which must be generic in nature to cover all types of managers and leaders. The IBP Sales leader 360 is specific for sales and ensures that the feedback garnered is directly related to the person and role. This, linked to the IBP High Performance Framework, ensures that the feedback is relevant and has a direct impact to the sales performance of the

company. IBP also has a Sales Professional 360, supporting the assessment and feedback of sales people, which is a great tool for personal development but also can be used to assess suitability of sales people to step up into a management role.

One of the core competencies that IBP help sales managers to develop is the ability to analyse a sales person’s behaviour. Managers learn how to identify strengths and weaknesses and provide accurate, objective feedback on sales performance, whether in a meeting or on a sales call. They then learn how to diagnose development needs and discuss options for improving sales capability. To ensure that all managers can develop their people, IBP provide accreditation programmes that test a manager’s coaching ability and certify it to an industry standard.

The coaching is supported by the IBP Learning Zone which provides a portal for capturing coaching notes and recording sales behaviour analysis.

Lead Tools

- IBP High Performance Framework
- IBP Sales Leader 360
- IBP Sales Pro 360
- Sales Behaviour Analysis
- Sales Coaching
- Executive Coaching
- Sales Strategy Development

Top sales people do not make top sales managers!

Selling with Impact:

1. Opportunity and Lead Generation
2. Opportunity Management
3. Account Development
4. Managing Sales Teams
5. Define and Implement Your Sales Process
6. Establishing Your Sales Academy

We know from experience that not all sales forces are the same, and that one size does not fit all.