

# SALES ACADEMY



## Overview

The goal of the Sales Academy is to help B2B salespeople to advance their sales skills, focus their activity and improve their sales performance.

## How Sales Academy Works?

Sales Academy is a structured membership programme providing a mixture of training, coaching, and networking. Each monthly session introduces a new topic delivered via short sharp interactive workshops that ensure a higher retention rate, adoption of skills and ongoing motivation. Members are encouraged to bring real-time challenges to the workshops for guidance, and to practice new sales skills learned between workshops. Members also benefit from involvement in the wider Indicator community, including the Expert Series events, featuring domestic and international subject matter experts.

## What outcomes should you expect?

- Increased confidence in sales situations
- Advanced understanding of your buyers and their decision-making process
- Build closer rapport and understanding of prospects and clients
- Increased motivation and passion for your role
- Broader cross industry knowledge and understanding
- Build a wider network of sales professionals with similar issues and challenges
- Increased sales performance

## How is Sales Academy Delivered?

Sales Academy is delivered monthly via a combination of in person and online workshops

- 90 Minute in person workshops
- 90 Minute online workshops
- 90 Minute Quarterly online Expert Series events
- 3 Hour end of year in person event

## Who is it for?



SME Owners & Leaders



B2B Salespeople  
Business Dev Managers  
Account Managers



Individuals who would like  
to develop their sales skills

## What is it?

Sales Performance Training  
Group Coaching & Development  
Networking & Peer to Peer Development

## Investment

**\$295 + GST**  
per month  
(No term contract)

LET'S TALK

# 2022 Schedule

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
In-Person Workshop 90 Mins		👤		👤	👤		👤	👤		👤	👤	
Online Workshop 90 Mins			📺			📺			📺			
Expert Series Event			📺			📺			📺			
Mood of the Sales Leader Event	👤📺											👤📺
All Groups in Person												👤📺

# Our Members



# Content



QUALIFYING BUYERS



PROSPECTING



SALES PROCESS



COMMUNICATION STYLES



MINDSET & RESILIENCE



KEY NEGOTIATION SKILLS



PRESENTATIONS & PROPOSALS



ACCOUNT MANAGEMENT



BUILD IDEAL CUSTOMER PROFILES

# Testimonials



“Attending the Sales Academy has provided me with sales development, motivation, honest feedback and much more. It is a coaching session that explains the key sales skills required, whilst providing a safe space to practice them with peers, challenging me to be better.”

**STEPHEN BROOKE**  
Account Manager



“Sales Academy gets me thinking. After each session I am super motivated to get out there and hone skills I have learnt. Often it’s the ‘ah ha’ moments where I realise with a small change, I can really get the most out of my current strategies. I would recommend Sales Academy to any sales professional looking to grow.”

**SARAH NEVILLE**  
Business development manager

# Our Facilitator

## Michael Fooks

Michael is an experienced trainer and coach who works to facilitate change in organisations of all sizes. After a 10-year career in the IT industry in sales and leadership roles Michael switched his focus to developing others full-time.

Since 2004 he has been working with some of New Zealand’s largest organisations to empower their people with new skills, attitudes and capabilities. Michael uses these skills and his experience to quickly navigate to the core of client issues and teach his clients new ways of thinking which offer more powerful choices.

