

SALES ACADEMY.

SALES ACADEMY 2.0

Due to Covid-19 we have made the following changes to Sales Academy for the foreseeable future.

- Delivered online via the Zoom platform
- x 2 @ 60 minute group sessions per month focusing on sales skills development
- Groups will continue to be kept small to allow for maximum interaction (group training not webinars)
- In recognition of a changed format we are also reducing the monthly membership to \$195 + GST per person

OVERVIEW.

The goal of the Sales Academy is to help B2B salespeople to improve their skills, focus their activity and improve conversion rates.

Instead of delivering an overload of training information in one sitting that would be quickly forgotten, Sales Academy delivers its lessons in regularly reinforced, bite-sized chunks. This enables a higher rate of retention and adoption of skills.

After an initial foundation day of training, monthly sessions will provide participants with fundamental skills and practical opportunities to create an overall better sales performance.

Twice a year members will also join a large half day All groups led by international experts in revenue generation to increase the learning and widen the network.

WHY SALES ACADEMY WORKS.

Indicator's unique Sales Academy is a structured membership programme which focuses on continuous learning and accountability.

Each monthly session introduces a new topic through both presentation and interactive exercises. Participants are encouraged to practice these skills between sessions so that members get that little bit better every month. Members also benefit from the ongoing networking opportunities.

[REGISTER TODAY](#)

WHO.



SME Owners & Leaders



B2B Sales People



Business Development Managers

Account Managers

TIMING.



One session per month
(February - December)

Starting with Foundation Day
(one full day of training)

x 9 monthly 2.5 hour sessions

x 2 half day all group sessions

INVESTMENT.



\$995 + GST
Foundation day



\$295 + GST
per month (\$2950 + GST
paid in full for the year)



\$265 + GST
per month (\$2650 + GST
paid in full for the year) for
current Sales Syndicate team
members.

CONTENT.

DIGITAL & SOCIAL SELLING

The world of sales has changed. Understand how technology can support sales-people to engage and attract new clients and build personal brand.

MINDSET

Understand how you create the mindset of an A player

PROSPECTING

How to build a sales pipeline, how to identify target customers, techniques and tools for prospecting, how to call, what to seek in those calls or interactions.

SALES PROCESS

Learn to build a consistent and scalable sales process that is aligned to your customers buying process

QUALIFYING BUYERS

Discover the need to build and ask the best questions for your sales process and why this stage is so fundamental to sales success

ACCOUNT MANAGEMENT

How to cross-sell and upsell within your existing accounts with a goal to increase overall revenue

PRESENTATION AND PROPOSALS

Discover the best way to build a structured and optimised proposal, how to successfully present proposals

OVERCOMING OBJECTIONS

Discover that objections can be used as a positive step, identify your most common objections and focus on how to respond

DEALING WITH PRICE

Learn when to deal with price, how to maintain margin, learn how to focus on return on investment propositions

NEGOTIATION & CLOSING

Discover how to reach a successful agreement for both you and your prospect. 9 key methods to close sales, build your process and questions to effectively close

CADENCE

Develop your cadence or rhythm so that you are always keeping ahead of your targets

TESTIMONIALS.



UiRevolution

"The team at Indicator have provided practical real-world insights and techniques resulting in huge improvements in our processes and sales volume."

Brani Mead
Co-Founder



"Jason has come a long way since he first attended, and his confidence levels have increased 2-fold and that is turning into business for him."

Aaron Jones,
Senior Commercial Partner



"950% growth over 18 months so yes I would say Indicator Sales Academy was a success"

Jason Ennor
CEO & Co-Founder

SUPPORTING TOPICS.

Time Management

Goal Setting

Call Planning

Sales by the Numbers

ABOUT COURSE FACILITATORS

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.



MILES VALENTINE.

Miles is a serial technology entrepreneur and sales expert. He has founded and sold several successful IT companies, and has extensive experience in selling and funding in both America and Australasia. He is also a Professional Director and Angel Investor. In 1994 he founded and was the CEO of Zeacom, a leading provider of software for call centers. Miles took the business global employing over 200 staff including 45 in the sales team, and in 2012 he successfully exited the company.

