



The Lepaya Sales Academy

Sneak preview



Let's get **started**

Good power skills are indispensable for a successful sales professional. The traditional image of a salesman with one foot in the door trying to sell something is gone. But how are you going to make sure that the customer sees you as a 'partner' instead of a 'seller'?

Long, tedious trainings or three consecutive days in a sales program will not help. Dynamic learning programs that meet the needs of sales millennials will! Together with trainers and actors, learners get straight to work with personal cases, exercises and role plays. Where does your commercial strength lie? What is your sales identity? And how do you bring out the best in yourself?

In the Sales Academy, 7 Power Skills training courses have been developed, each highlighting a sales skill. Start with the Sales Academy and become the sales professional that stands out from the crowd.



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Our belief on learning

This is how we create impact

Effective Form

1

Blended Learning

The most impact can be achieved by combining short facilitated classroom sessions with online learning via our app.

Flow of work

Integration into Microsoft Teams, Slack and more to support learning in the flow of work, with content on a just-in-time delivery.

Highly Relevant

2

Career accelerators

The right training at the right moment in your career. Learning the right power skills lead to the most effective development.

Context

Peers, direct reports and managers are actively involved in the learning process, while using your own cases.

Driving Impact

3

Measurable

Our learners can apply what they learned directly in practice. We measure observable impact to celebrate progress.

Mission

Empowering professionals to lead happier lives, to empower them for an ever changing world.

Sales Academy: Learning objectives

Professionals



Use of actors



Use of
own cases



7 x 3 hrs
(virtual)
classroom

Sales Drive

- Build awareness of sales competencies and your personal sales strengths
- Develop a winners mentality and apply a positive mindset
- Increase your personal influence and practice a proactive and entrepreneurial attitude

Leading Conversations

- Structure and prepare your client conversation to be in the lead
- Understand and overcome irrational beliefs to build confidence
- Learn to communicate on different levels and be able to manage various stakeholders

Building trust with clients

- Recognize the different levels of trust in order to build strong client relationships
- Develop strong listening skills
- Demonstrate an assertive attitude during client conversations

Focusing on client needs

- Understand and analyse your client needs
- Recognise opportunities, link them to benefits and make them actionable
- Learn to formulate a value proposition in the clients' language

Sales Conversations

- Build confidence in pitching a solution
- Learn how to structure your sales conversation
- Activate your audience while getting your message across

Persuasion skills

- Direct your sales conversations towards a positive outcome
- Recognize diverse types of objections and learn how to handle them
- Learn how to deal with tension and turn it into an advantage

Negotiation skills

- Discover how to use various closing methods
- Equip yourself with a toolbox of negotiation techniques
- Be comfortable with talking about budgets and prices

Module 1: Sales Drive

Sales representatives will build awareness of their own sales style and learn multiple techniques to bring their sales drive and mindset to the next level.

- Build awareness of sales competencies and your personal sales strengths
- Develop a winners mentality and apply a positive mindset
- Increase your personal influence and practice a proactive and entrepreneurial attitude



Actor



Bring your
own case



3h (virtual)
classroom



Module 2: Leading Conversations

Take control within customer meetings by using result driven preparations and lead conversations by utilizing different communication levels

- Structure and prepare your client conversation to be in the lead
- Be able to take the lead in the first part of a sales conversation
- Learn to communicate on different levels



Actor



Bring your
own case



3h (virtual)
classroom



Module 3: Building trust with clients

Understand the importance of trust and grow your listening skills to build strong relationships with customers

- Recognize the different layers of trust in order to build strong client relationships
- Build sustainable partnerships
- Create equal partnerships with an assertive attitude



Actor



Bring your
own case



3h (virtual)
classroom



Module 4: **Focusing on client's needs**

Deeply understand the pains and the gains of your client and start to add value to the problems/desires of the company

- Understand and analyse your clients needs
- Recognise opportunities, link them to benefits and make them actionable
- Learn to formulate a value proposition in the client's language



Actor



Bring your
own case



3h (virtual)
classroom



Module 5: Sales Conversations

Delivering a powerful sales pitch and understand how to make this message compelling and desirable for your clients

- Build confidence in pitching a solution
- Learn how to structure your sales conversation
- Activate your audience while crossing your message



Actor



Bring your
own case



3h (virtual)
classroom



Module 6: Persuasion

Face client objections and turn them into a win win situation

- Influence your sales conversation towards a positive outcome
- Recognize diverse types of objections and learn how to handle them
- Learn how to deal with tension and turn it into an advantage



Actor



Bring your
own case



3h (virtual)
classroom



Module 7: Negotiation

Position your price with confidence and negotiate your offer effectively

- Discover how to use various closing methods
- Equip yourself with a toolbox of negotiation techniques
- Be comfortable with talking about budgets and prices



Actor



Bring your
own case



3h (virtual)
classroom



Empower your organization with **Next-level** Power Skills

Lepaya provides power skills company trainings that can be facilitated in company, virtually, or from our dedicated training space.

Power skills trainings are focused on the needs in employees' career phase. Furthermore, we provide trainings on specific topics, such as diversity & inclusion. We train middle to large sized organizations in making employees successful in their role and life.

Picnic, Bloomon, KPMG and Microsoft are some of the customer names we train regularly.



Power Skills Training to Boost Business Performance.



We'd love to think along!

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