



Excel Communications

Excel Enterprise – Developing Your Sales Team

www.excel-communications.com





Introduction to Excel Enterprise

Nothing happens in business until someone sells something.

During the last 30 years, our clients have trusted us with arguably the most important aspect of talent development, that of their sales teams and managers.

During this time the only constant has been change. Customers have become much more sophisticated and resistant to being 'sold to'. They want salespeople to connect with them, understand their needs and build relationships that deliver mutual benefit.

Our clients have prioritised the development of their sales force to answer these new and evolving challenges.

Excel Enterprise recognises the value that we deliver in the sales arena. It brings together a broad portfolio of programmes, supported by comprehensive evaluation, useful support tools and innovative techniques.

Our continued success relies on our ability to understand your needs and outcomes and then design and deliver bespoke training solutions that make a real difference to your business.

Excel Enterprise: delivering world class training and development to sales professionals.



How Excel Enterprise can help you

We can Diagnose your need

We always begin by seeking to understand the outcomes you require, the development needs of your people and the optimum format for a development programme.

This diagnosis drives the design and thus our delivery of the best possible learning intervention for your business.

We can Design your training

Based on our understanding of your needs, we design solutions that concentrate on delivering outcomes through the development of effective behaviours. We concentrate on making a difference that people can see and hear in the way your sales team works.

We adapt our approach to suit your culture and the business sectors in which you operate. We design training programmes that are relevant, engaging and practical, providing a basis for sustainable development.


We can Deliver your training

With over 60 trainers based around the world, we are ideally placed to enhance your sales capabilities in the location and language you require. Avoiding sterile, rigid processes, we use a flexible, participative and practical approach to make the training relevant and applicable to your sales team's world.

We have the experience and resources to match the right trainers to your programme, maximising your results and return on investment.

Challenging, insightful and fun are just a few of the ways our training has been described.





In a world of constant change, highly successful people make the effort to continually learn and develop. Whether your sales team is experienced or new, if your need is to stay on top, or to strive for the top, Excel Enterprise can help.

- If it would help to know how your team is performing, and how best to invest in them, our diagnosis will help.
- If you want a training event that engages and challenges your team, our approach to design will inspire.
- When you want a training partner that understands your team, market place and clients then our motivational and interactive approach will deliver.

Our popular programmes include...

For Sales Teams

- How to have more effective sales conversations
- Successfully managing and developing accounts
- Achieving outcomes with pitches and presentations

For Sales Managers

- How to coach effective behaviours for success
- Retain and develop the talent in your team
- Setting goals and managing performance

For more information, to set up a call or a meeting please contact Excel Enterprise on 01628 488 854 or email info@excel-communications.com

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