



FLUME
SALES TRAINING

Training Programmes

Sales & Leadership in a changed world



Training Programmes

Our training is 100% focused on driving measurable ROI. Our content is underpinned by current research, our delivery is high impact, and we focus on measurable results.

Programmes are shown below, whilst fully bespoke courses can be created by picking and mixing modules*.

SALES ACCELERATOR

Who's it for? Sales professionals of all levels of experience

Description: Our three sequential series equip learners with the full spectrum of skills necessary to succeed in today's sales environment

Series 1: Sales Star	Series 2: Sales Legend	Series 3: Sales Guru
1.0 Today's buyer & seller	2.0 Launch / recap	3.0 Launch / recap
1.1 Multi-channel introductions	2.1 Tailoring your conversation	3.1 Planning client interactions
1.2 Questioning to change behaviour	2.2 Selling with stories	3.2 Insight selling
1.3 Pitching for differentiation	2.3 Co-creating recommendations	3.3 Presenting with charisma
1.4 Proposals for the decision-making group	2.4 Speeding up decisions	3.4 Growing accounts from within
1.5 Selling and closing with assertiveness	2.5 Assertive objection handling	3.5 Assertive negotiation

SALES OUTCOMES

Who's it for? Sales professionals of all levels of experience

Description: These targeted programmes have been designed to address three of the biggest challenges facing salespeople today

Retaining & Growing Accounts	Winning Major Accounts	Selling Digital
4.0 The importance of account planning	5.0 Understanding major accounts	6.0 Digital sales excellence defined
4.1 Building client loyalty	5.1 Planning to win major accounts	6.1 Understanding the multi-channel buying journey
4.2 Creating your client growth plan (Part 1)	5.2 Identifying and connecting with stakeholders	6.2 Digital sales skills (Part 1)
4.3 Creating your client growth plan (Part 2)	5.3 Running strategic sales conversations	6.3 Digital sales skills (Part 2)
4.4 How to become the trusted advisor	5.4 Building and communicating value	6.4 Co-creating multi-channel solutions

SALES ENABLEMENT

Who's it for? Commercial leaders from Sales, Marketing, Operations, Product and Customer Success

Description: Designed to help leaders of all levels of experience succeed in this most challenging of environments

Sales Leadership	Sales Strategy	Sales & Marketing Alignment
7.0 Driving sales performance	8.0 Creating a pathway to success	9.0 Best in class alignment
7.1 Coaching & unblocking pipeline	8.1 Creating your value proposition	9.1 Adding value to every conversation
7.2 Sales planning	8.2 Getting your messaging right	9.2 Creating products and processes
7.3 Motivating teams	8.3 The right people and processes	9.3 Creating the right narrative and collateral
7.4 Team communication	8.4 Maintaining momentum	9.4 Processes to drive sales impact
7.5 Hiring sales talent		

* Each module lasts a half-day.