



# THE NATURAL TRAINING COMPANY LTD

2005 – 2015

Natural Training is a London-based corporate learning company servicing Europe.

Natural provides practical and useful learning programs built around the core strengths and personality your people, and the culture of your company.

Unlike traditional training, we don't lock you into our 'system', or bend you to our 'rules. Instead we transform your people over time which gives you the greatest chance of changing behaviours into habits.

We want the best outcome for you and your team, so we ask you to give us targets to measure the results of the training, such as making you more money or helping you to influence others.

Since 2005 over 5000 customers have enjoyed our quality sales training to the UK and Europe. We relish each training challenge and we love making our customers money.

In 2015 we are celebrating our 10 year anniversary – thanks to our amazing customers, and brilliant people.

## Here's a little Natural History:

### 2015

- This year we turn 10 years of age! During that time we have trained over 40,000 people from 18 countries, in 13 languages.
- We give our website a makeover and relaunch it in January
- We grow to 12 full-time people and 30 trainers, around 20 FTE in total.

### 2014

- We help one of our largest clients pitch and win a £1b contract with our amazing [presentation skills training](#)
- Our Faculty grows to 30 of the most impressive business trainers in the UK and Europe.
- [Jennifer Leppard](#) becomes our Marketing and Operations Manager following several years of amazing service.
- We run year one of the Matrix Selling System Academy – growing the superstars of the future for the makers of the world's most impressive gym equipment
- We run a Bidvest Leadership Programme with a focus on Developing Raving Fans – see the [highlights video here](#)
- Customer 5,000 joins Natural Training in April.
- We celebrate another year of 30% growth.

### 2013

- [John](#) and [Jemma](#) join our team as Training Consultants and make an immediate, wonderful impact
- Our most popular training event is [Value Selling](#) - loads of our customers are being challenged on price, so we teach their Sales and Account Service teams to negotiate well, build value and protect premium pricing.

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- The Clarins Leadership Event is an amazing success – 70 leaders converging on Wokefield Park in Reading. See the [highlights video here](#)
- We post double digit growth and continue our journey as a Top 5 UK provider of phenomenal sales, customer service, communication and leadership training.



## 2012

- Our new book, [The Natural Sales Evolution](#), is launched – available on Amazon!
- Our Faculty grows to 15 trainers
- 2700+ clients have enjoyed our results-led training – [see our case studies here](#)
- We launch 6 new types of training, including [Sales Management Training](#), [Leadership](#) and [Customer Service Training](#)
- Our blog becomes one of the most well visited [sales training blogs in the UK](#)

## 2011

- We win the prestigious [Golden Peacock Global Training Programme of the Year Award](#) for our work with Dell Customer Mindset Training.
- We reach 2000 clients including many in the tech sector – see our client page for more!
- [Nick Winwood](#) becomes our Commercial Director for Europe

## 2010

- We celebrate our first 5 years in the training market!
- We win a [National Training Award](#) for helping EMC to inject 48 million worth of additional pipeline into their business.
- We reach 1500 clients, 8 trainers and train in 15 different countries.

## 2009

- We run over [60 Natural LIVE days](#) for EMC and technology partners including Dell, Insight and Unisys. Real calls to real clients brings immediate results to our clients, including setting [122 appointments](#) in a day.
- Despite the recession we celebrate client 1000 and grow our sales yet again, one of the only training companies in the UK to do so.

## 2008

- March: Natural training celebrates our 500<sup>th</sup> client!
- May: Clergy House, part of a beautiful former church in the heart of London becomes our new home. We call it the Natural Habitat.
- December: We increased our sales year-on-year by 150%



## 2007

- February: The team grows to 6 full time naturals and 15 associate trainers
- April: [Natural LIVE](#) is launched. This innovative training product is to become the standard in experiential sales training in the UK.
- July: We move into our Paul Street office and huddle around 4 desks with co-tenant Vivid Advertising
- September: [Negotiation skills training](#) is added to our portfolio of training with immediate success.

## 2006

- June: British Airways contracts Natural Training to provide a wide-sweeping advanced presentation skills programme for 300 senior executives.
- October: BBC commissioned documentary maker Sarah Cole films our acclaimed sales training.

## 2005

- January: Natural Training starts trading to coincide with the website launch. Our first website is built by Andy Bell from Mint Digital in exchange for presentation skills and sales training for the team. From his lounge room in Clapham Matt teaches Andy to cold call which was a spectacular success. Andy made 3 calls.
- March: Natural Training gets our first customer Searchflow and a further 40 new customers, many of which are still with us today.
- May: We hire our first BDM, and our first 5 trainers. One of them, Fred Robson, stayed with us providing excellent service until he retired in 2013.

## 2004

- 24 July: The Natural Training Co Ltd is registered on with a focus on [sales training](#) and [presentation skills training](#).
- Founder Matt Drought designs and researches a range of courses with the aim of providing a fresh, relevant and bold training experience
- November: At the age of 32, Matt leaves his day job as an Account Director at an advertising agency and steels himself for the world of business ownership!

## Here's what we stand for, every hour of every day:

### 1. Natural style wins

Our focus is on helping people identify their natural strengths, then amplifying these with some of the freshest tools and techniques around. Sometimes this is about building confidence. At other times, it is about correcting bad habits.

Almost always, it's about proving to people that being more effective begins with being yourself.

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A team's natural style shapes its success. Our talent is unlocking this force and channelling it into improved performance. No two teams are ever the same, so we do this by thinking deeply and responding flexibly to their particular problems.

## 2. Simplicity beats complexity

Trainers often try to be too clever by half, inventing complicated models, elaborate explanations, ridiculous acronyms, mind-bending magic techniques...you know the thing.

What happened to good old simplicity? At Natural Training we sort through all the complex human behavioural research and give you simple, proven concepts that will accelerate your career.

## 3. We change behaviours

While other training companies focus on theory, we focus on the practice. We are passionate about training that achieves deep behavioural change. At the end of our training we invite people to leave their workbooks behind – they've "got" our training, they have already applied it and can now go and do it!

How we do this is to create something bespoke to you. 'Off-the-shelf' training gives the industry a bad name. It feeds the senior management suspicion that training days are a team jolly with no clear result.

No training company will work harder to understand your people. And no training programme will work harder to improve their performance.

## 4. Our trainers lead by example

Commercial reality isn't a distant memory to our trainers. It is the focus of their working week.

Our trainers' advice is fresh, inspiring and commercially astute because it springs directly from everything they achieve day in, day out. There's no substitute for experience like this. Our course members benefit from the latest tools and techniques, but it is the personal insights and lifetime learning of a senior business figure that lights up all our training sessions.

When our trainers are not training they are actively engaged in UK business, demonstrating and refining the skills that they teach you.

- Our sales trainers sell better than most, and make cold calls regularly.
- Our presentation skills trainers present better than most and win massive pitches.
- Our negotiation skills trainers negotiate pan-European deals and get remarkable results.
- Our leadership coaches have been at the helm of £500m companies.
- Our management trainers have led complex teams

We practice, but don't preach – we simply lead by example.

## 5. If you can't measure it, don't do it.

This is the first thing that we say to our clients.

We have a performance-led approach. We start every programme with a clear end point in mind. Our training's about solving a business problem by developing people, so our thinking begins with business needs not just personal ones.

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Does this make us uncompromisingly hard-nosed in pursuit of results for our clients? We certainly hope so. It's wonderful to witness a team's natural talents emerge and grow but it's what they achieve that makes them truly special.

We will give you ways to measure the success of our training so that you can see how much money it will make you. We make hundreds of millions in revenue for our clients – let us show you how.

## 6. Fresh thinking and fearless problem solving

Innovation is an attitude. It's about welcoming challenges, rather than ducking them. It's about relishing change and resisting complacency. Most of all, it's about thinking entrepreneurially about clients' immediate issues and long-term goals.

At Natural Training, we've an innate curiosity, which makes us unable to resist a challenge or a difficult problem. Indeed, it's our fearless approach to finding answers for our clients that keeps our training fresh and engaging.

## 7. We have an audited 20:1 Return on Investment

We wouldn't expect you to invest in anything whose value is hard to prove. So we'll point you to the fact that our training currently generates an average ROI of 20:1, and we'll guarantee that level of return on the investment you make.

In order to return to you a significant multiple of your investment, we have to work tirelessly behind the scenes researching and preparing to make the training deliver on our mutual aims.

## Our Experience



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