

Natural Sales Foundation





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A blended learning programme to upskill your sales team to a new level of high performance.

Natural Sales Foundations Programme Overview

Embedding a solid foundation for selling success

Over a 6 month transformational programme

What is the programme?

Selling is one of the more demanding professions on earth. It requires strength, skill, determination and resilience. For people taking their first steps into the world of sales, it can seem like a huge mountain to climb. At Natural we arm new sales people with the right skills, at the right time, by focusing on the 4 key sales foundations that will help them thrive in their new career.

1. **ATTITUDE:** Every sales problem starts with a thinking problem! We explore the mind-set of great sales people and lay the mental foundation for their future success.
2. **KNOWLEDGE:** Once they have the right mind-set we equip them with know-how to close your biggest client. We unpack a real sale stage by stage, looking at the structure, the skill of the sales person and the moments that lead them to YES.
3. **SKILL:** Once they have the knowledge and attitude, we then deliver the skill. The key is simplicity. We prioritise the 5 - 6 core skills that defines sales success in your industry and frontload these into their development, meaning they will be selling better, quicker.
4. **HABITS:** Good habits are the bedrock of greatness. Planning your time, refining your message, securing next steps, asking for the business. These habits are deeply ingrained in the worlds most successful sales people. We start embedding these right away, giving your new teams the best foot forward.

Why is it important?

Some sales people muddle through their careers without a solid foundation or direction. This programme gives your new sales people the grounding they need to build their careers on. They will understand very early on how to be successful, how to move a customer to a decision, how to be personally effective and how to make money. As a result, your people will begin their career with a clear focus and develop into top flight sales people in half the time.

How do we change behaviours?

We're dealing with a new breed of sales people. The way people think, learn and sell has changed. Theory heavy, 'chalk and talk' style training simply doesn't cut it, specially with millennials.

Our learning is inspiring, engaging, simple, delivered in bite-sized chunks with no corporate jargon or complex models. Most importantly, we engage with the Natural style of each individual and create an environment where the learning can be applied, challenged and fine-tuned so that it feels like theirs. This is how we create deep rooted selling behaviours that deliver real results for your business.

When can I start my team on the journey?

1. Identify your sales group for the programme. The ideal group size is 12 over 12 months, however we can flex according to your needs.
2. Book a phone call with your Natural Training Account Manager on +44 (0) 207 264 1150 to tell Natural about your unique situation so that we can tailor the programme to your natural personalities and company DNA.
3. Complete a booking form and send it to Natural. The Natural Foundation programme costs £49,900 for 12 months, and requires around 12 days investment of time from salespeople, and 6 from Managers.
4. We must have the buy-in from your Senior Leadership Team, right up to CEO. In the design phase we will be unpacking your selling strategy and need access to the right level of Executive authority to do so.

"Natural continue to provide best value to our whole organisation through fresh, world class blended learning with tangible results. One recent programme paid itself off in 3 weeks."
Anthony Cole-Johnson,
Head of Sales
Productivity, SkyBSB

Natural Sales Foundation Learning Pathway

6 Months at a glance

The Natural Sales Foundation learning journey is over a 6 month period with 1 practical workshop per month. We focus on embedding the fundamental Attitudes, Knowledge, Skills and Habits of sales success, supported by a programme of blended learning materials

All learning assets are created, approved, translated and scheduled prior to launch for smooth implementation.

