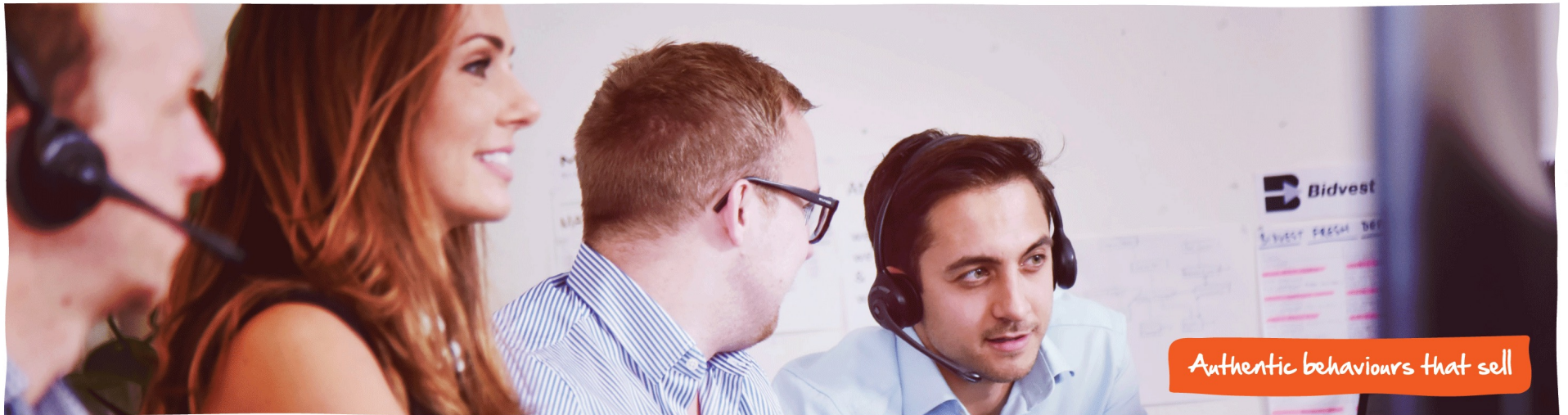




# natural LIVE!

The most effective, pro-active, outbound IT telesales programme available. Delivering a 22:1 ROI



Authentic behaviours that sell

# Natural Live: £67m of sales since 2007

Natural LIVE is our most successful outbound telesales training programme, with real-time return on your investment. We create a competitive, high energy atmosphere on your sales floor, moving from training room to sales floor in quick succession.

This upskills your team on the latest ways to succeed on the phone, while also embedding behaviours by instantly applying the learning.

- Supercharge proactivity, energy and motivation
- Embed fresh sales skills without taking the team off the floor
- Generate qualified pipeline and real sales
- Change sales habits for good

£190.3m of pipeline generated | £67.7m worth of sales closed

ORACLE®

CISCO

DELL EMC

splunk>

VEEAM

SOPHOS

FireEye

PURE STORAGE

mimecast

proofpoint.

IBM

INGRAM MICRO

Softcat

FIREBRAND

AVNET

ultima  
BUSINESS SOLUTIONS

NetApp

mti  
MANAGING DATA  
SECURELY

## 82 opportunities in one day:

*"I haven't seen that level of proactivity in the team...ever" - Ultima*

## Motivated and enabled

*"11 new opportunities and a bottle of bubbly for me. What a day. I've been given the tools I need to win." - Softcat*

## New behaviours embedded:

*"We're now receiving 300% more call-backs from voicemails." - Oracle*

## 7 times more appointments:

*"6 appointments were the target and the team achieved 43. Your engagement is showing real tangible returns" - MTI*

# Natural Live: Method & Structure

Our unique 4-stage approach (below) will leave your team feeling challenged and charged with a new sense of capability and confidence. Most importantly they leave with a fresh set of skills and wealth of real opportunity, giving you instant payback on your investment.

## 1. Learn it

We set targets, boost energy, and present small 'ShortBurst' sessions: nuggets of learning to lift sales performance immediately. See example agenda (right).

## 2. Make it yours

We all sell differently. Your coach will challenge everyone to adapt and practice the learning in their own natural style. This means the new skill is given the best chance of becoming habitual.

## 3. Do it!

Your team then hits the phones and makes real calls to your database to put the new skills into action. We generate up to 300% more impact than regular calling, in a shorter timeframe (60 or 75 minute sessions).

## 4. Measure it

Back in the room, we gather results and celebrate success. At the end of the day we award prizes, and everyone realises their new potential. All results are stored and published to show you a strong ROI.

## Sample 1 day agenda

1. High energy intro + targets set
2. *Session: 'The First 15 seconds'*
3. 75 minute callout with live coaching
4. Group debrief & performance coaching
5. *Session: 'Voicemails to get call-backs'*
6. *Session: 'Questions that sell'*
7. 75 minute callout with live coaching
8. Final group debrief, action planning
9. Award prizes and celebrate success

# ShortBurst Training Modules

During the training day, we move from classroom to sales floor in order to learn the new piece of training, then try it out on the phone with real prospects.

Each training is a short burst of the most important sales protein.

You can choose from the set of training modules – or ask us for something not on the list.



## ShortBurst™ Training Modules

- |                                 |                                   |
|---------------------------------|-----------------------------------|
| 1. First 15 Seconds             | 14. LinkedIn & Social Lead-Gen    |
| 2. Getting past Gatekeepers     | 15. Handling Objections           |
| 3. Leaving Voicemails that Sell | 16. Closing Skills                |
| 4. Call Structure               | 17. Voice: Matching Dominance     |
| 5. Elevator Pitching            | 18. Value Selling                 |
| 6. Selling the Meeting          | 19. Insight Selling               |
| 7. Natural Questioning Skills   | 20. Emails that Sell              |
| 8. Level 3 Listening Skills     | 21. SEQ Conversational Model      |
| 9. Expanding your DMU           | 22. Negotiation: Protecting Price |
| 10. Personality Profiling       | 23. Proactive Prospecting Mindset |
| 11. Upselling & Cross-selling   | 24. Customer Engagement           |
| 12. Words that Sell             | 25. Ultimate Time Management      |
| 13. Features vs Benefits        | 26. Referral Selling              |

**47 meetings  
booked in a day!**

*"10/10 – just do it. Our calendar for Q4 is full of appointments, meaning we are going to be set up well for the start of next year."*

**Peter Gadd, Dell EMC**

**A new approach**

*"Excellent training. Very interactive, very in-depth and has given me lots of ideas and a new streamlined process to approach clients differently"*

**Craig Walford,  
Samsung**

# FAQS

## How many salespeople can I put through each group per day?

The maximum is 10 in a group to allow for lots of personal coaching. If you have a bigger group size, then we can give you an extra coach.

## Is there a particular topic/technology focus required?

Some vendors and distributors like a product focus, such as Cyber or Azure - whatever fits the current quarterly or yearly priorities. Others would prefer their outbound focus to be more of general discovery call to flesh out needs. It comes back to 'why' - why are we holding the training and what do we hope to gain?

Whatever the focus, it's helpful to have a 'clear next step' to drive to beyond "I'll just send you some more information."

## How do I establish targets for the day?

Your Natural Account Manager will help you to set 'aggressively achievable' targets for the day, based on your sales goals and conversion ratios. Your metrics might include a mix of these:

- Dials completed
- Conversations/talk time
- Briefs taken
- Appointments booked
- Event acceptances
- Webinar invites accepted
- Deal advances
- Deals closed

## What do I need to provide?

We need a meeting room that can hold your group for the ShortBurst training sessions, and we do the live coaching on the sales floor.

There are a few other requirements from you, such as ensuring there is a clean list of data to call on the day (so we can get through a large number of calls without the time spent looking looking up contact details). We will have a pre-training call to discuss what success looks like. We will talk you through this simple, proven process.

# 22:1 Return on Investment explained

At Natural, we are obsessed with your sales figures. Since 2007 we have been measuring the numbers that our clients receive as a result of our Natural Live events. And the results are astonishing – at least 22:1\* ROI. Here are some of the metrics we can target for you:

**30% more dials in  
50% less time**

**Dials:** Typically your team will make up to 80% more dials, **despite being on the phones less than half the day.** We prove to teams that 60-75 minute bursts of strong call activity are much more productive than their usual routine. A strong time management lesson for the future, and a happier sales force as a result.

**1.5 x 'talk time'**

**Conversations (talk time):** Natural LIVE isn't just 'smile and dial'. Your team will be challenged to find customers who listen to your value proposition, and are prepared to talk about their needs. Typically our events stimulate upwards of 50% extra talk time.

**5 X client briefs**

**Needs discovered:** This is defined as clients telling you exactly how to sell to them. Typically you receive 5 x the amount of client challenges as you normally achieve.

**Up to 100 meetings**

**Meeting bookings:** Many of our customers want meetings in the diary. We have reached up to 100 confirmed invitations in a day during Natural LIVE events.

**£189.3m of pipeline**

**New pipeline generated:** This is defined as extra opportunities generated, purely as a result of the training. Typically for each day of training we generate 6 x Average Order Value (AOV) per group per day. Keeping this simple, if your AOV is £10,000, then we will generate £60,000 worth of order value in one day of training.

**£66.7m sales**

**Sales results.** This is defined as the amount of orders you receive, purely as a result of the training. Natural has generated £66.7m worth of sales for clients since 2007.



# The Natural Difference

When humans sell, present, negotiate or communicate in a natural and authentic way, great things start to happen. People listen to us closely, trust us more, and buy our ideas. We develop strong, profitable client relationships. Our careers take off.

Before Natural Training launched in 2005, corporate training had lost its way. Tired concepts, cheesy trainers, thousands of slides, complicated models and lengthy, dust-gathering workbooks. Sound familiar?

Today, if you have reserved some of your valuable time to learn, you need to feel properly engaged and excited about it. You need short, relevant, fresh training delivered by authentic, natural people. You need learning delivered in away that strikes a real chord – not padded out with fake role plays or standard, off the shelf thinking.

Here at Natural Training, we deliver transformational programmes that develop real behavioural change. How? We spend as much time in the research and training design phase of a programme as we do in the implementation. We really get to know your business and your peoples' challenges, so that we can design simple solutions that actually deliver the behaviour change your business needs, and the results you deserve.

Effective new habits are formed that work better, for longer.

**This is the Natural Difference.**

## Our values

We believe in the power and value of natural style. Being natural, honest and authentic is central to our client relationships. We really care about what we do, and we care about your business - you'll feel this in every interaction with us.

**We're natural**

We have worked hard to be really effective listeners. We listen closely to your requirements so that we fully understand your needs. We only suggest a solution when we fully understand the brief.

**We listen**

Our ShortBurst Training Method means that your group will be challenged regularly to action the learning. Real calls, real meetings and pitches mean real results.

**We activate**

Our training programmes use straightforward language and simple, easy to grasp, models and theories. Simple solutions are more widely adopted and become habitual, naturally.

**We simplify**

We are obsessed with results - your success is our success. This focus means we measure everything and deliver to you increased revenue with a proven 20:1 return on your investment.

**We're results-driven**



natural  
live

natural  
training

+44 (0) 207 043 1582  
[naturaltraining.com](http://naturaltraining.com)

*Authentic behaviours that sell*