

## Introduction

The Sales Fast Track is an ISM (Institute of Sales Management) accredited programme designed for all people within Sales who want proven techniques and skills to leverage their sales performance. The programme's kudos will ensure sales is recognised as a profession in its own right, supported by industry knowledge and award-winning experts.

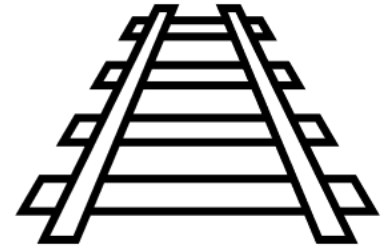
The 'Fast Track' approach will provide you with the sales tactics and behaviours to:

- Achieve the sales goals you set from the outset
- Deliver added value solutions for your Customers
- Apply proven sales tactics in a competitive changing market
- Communicate more effectively using the language of colour
- Understand the principles of 'people buy from people'
- Deliver a 30-Day Sales Plan with tangible results

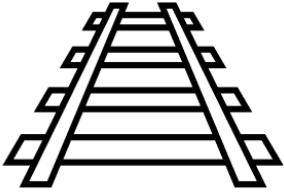
The programme will result in you stopping at various stations (as pictured) validating your knowledge and skills against six key elements of a generic sales process along the way.

For example, a stop-off at the 'Manage Objections' station will provide you with the learning topics including:

- HANDLING OBJECTIONS
- CLARIFYING TECHNIQUES
- OBJECTION PREVENTION



# SALES FAST TRACK



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## Stations within the Sales Fast Track Programme

After each station stop, you will create an action plan to apply what you have learnt about that station topic in your workplace before you begin the journey to the next station.

As you continue the journey within the sales fast track programme, you will be growing your personal sales capability to ultimately maximise your sales performance.

At the end of the day it's about the results. This will be achieved by applying what you have learnt and being able to demonstrate the ISM code of practice in sales.



**Clarity4D  
Profile and  
Sales  
Dashboard**



**WEEK**





## Profile – Clarity4D®

Included within the programme is the Clarity4D Profile© which allows salespeople to acknowledge their own personal strengths, as well as recognise their future potential as they follow a simple 'best practice' sales process.

The simple sales process has been designed to be used where there is no existing process in place currently, or is used in conjunction with an existing sales process and includes the following:

- Prospecting
- Identifying Needs
- Present Offer
- Manage Objections
- Close Sale
- Follow Through

The profile also helps salespeople to recognise the different buying preferences of their customers and gives strategies to gain more sales and build rapport for long-term relationships.

Each delegate will receive their own personal Clarity4D Profile.

**WEEK**



**6**

**7**

**8-14**

**15**

**Week 16  
Academic  
Accreditation**

Close  
Sale

Follow  
Through

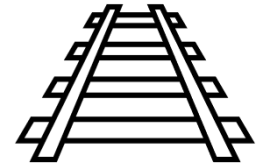
30 Day  
Sales Plan

Applied Learning  
30 Day Sales Plan

Results Presentation  
30 Day Sales Plan

## WIIFM? (What's In It For Me?)

- Apply different techniques to maximise your sales performance
- Discover the Art of Selling using a proven six step sales process
- How to manage and maintain a Sales Dashboard
- Adjust your style and approach to meet the needs of your customer
- Successfully manage your Growth Mindset to achieve results
- Benchmark your current sales approach to deliver industry best practice
- Demonstrate to ISM your applied learning to achieve academic certification



**SALES  
FAST  
TRACK**

## Scheduled Development Timeframe

- Pre-Work – Clarity4D Profile Questionnaire and Sales Dashboard
- Week One – Welcome
- Week Two – Prospecting
- Week Three – Identifying needs
- Week Four – Present Offer
- Week Five – Manage Objections
- Week Six – Close Sale
- Week Seven – Follow Through
- Weeks Eight to Fourteen – Applied Learning 30 Day Sales Plan
- Week Fifteen – Results Presentation 30 Day Sales Plan
- Week Sixteen – Academic Accreditation

## Academic Accreditation

The entire programme has purposely been designed to build on your ability and behaviours in sales through:

- Personal effectiveness – managing self
- Organisational performance – delivering results
- Interpersonal excellence – developing relationships

When you have completed the programme in full and successfully presented the outcomes of your 30 day sales plan to the ISM Quality Management Team, you will be awarded Executive EISM (Equipped to Excel) by the Institute of Sales Management.

In recognition of this achievement, you will receive both a certificate awarded by the ISM and also have the credentials of EISM after your name.



## Programme Summary

<b>Course Title</b>	<b>Sales Fast Track (EISM)</b>	<b>Course delivery length excluding 30 day Sales Plan</b>	<b>Option 1 - Virtual over 7 weeks</b>
			<b>Option 2 - In house over 3 days</b>
<b>Academic Recognition</b>	<b>Institute of Sales Management 'Equipped to Excel' EISM</b>	<b>Target Audience</b>	<b>Anyone in a sales role Maximum 8 delegates</b>
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## Your Winning Development Team

The Sales Fast Track Programme is delivered in partnership with:

