PROGRAM 01

Sales Foundations

A practical program for people new to sales, or new to selling in your business.

Every program is tailored to your organisation. It's what we do. We build it around your products, customers, sales process and the conversations your team actually has, so this sample is a starting point, not a set syllabus.

Who it's for

- New reps and BDMs in their first sales role
- Customer-facing staff moving into sales
- Career-changers with no prior sales experience

What changes

- A clear, repeatable process from first call to close
- Confident, well-prepared customer conversations
- Objections handled without reaching for a discount

Sample journey

Session	Module	Practised on the job
1	**Rapport & First Impressions**	Open three customer calls with a stronger first minute
2	**Discovery & Questioning**	Use five open questions on your next customer call
3	**Matching Solutions to Needs**	Link one recommendation to a need the customer named
4	**Handling Objections**	Log the objections you hear this week and practise your responses
5	**Closing with Confidence**	Ask for a clear next step at the end of every call
6	**Bringing It Together**	Personal sales plan, shared with your manager

Between sessions: short Elevate Mode scenarios matched to each module.

Ways to run it

One-off
Pick 1-2 modules as a 2-hour, half-day or full-day workshop

Virtual program
Six 1-hour sessions over six weeks

In person or blended
Full days onsite, or a mix of onsite and virtual

What's included

- Discovery call and attendee questionnaire
- Workbook and frameworks
- Elevate Mode practice access
- Post-program summary and impact survey

How pricing works

Quoted after a free consultation, based on group size, number of sessions and format. No cost and no obligation.

Shape this around your team

Schedule a free consultation →

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