

I would absolutely recommend Rjen and their development and training programme, it's hugely professional with a personal touch .

Lisa, PLB Client Services Director

BOOK A SALES STRATEGY SESSION

Get in touch for a strategy session to discover how we can transform your sales results.



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TRANSFORMING SALES RESULTS

A development programme designed for sales and account management teams of ambitious businesses who want to increase sales performance.

To win, grow and retain the best clients - even in challenging times.

My biggest achievement from the programme was in realising that I could achieve my big vision, even though it was a scary challenge. The techniques, skills and methods that I gained enabled me to deliver significant new business with a totally new project that wasn't in the budget.

Cody - PLB Account Manager

INCREASED RESILIENCE

The sales growth challenge

Ambitious management and executive teams of large, medium and small companies alike want their teams to win significant accounts. To generate more sales, convert more prospects, grow their existing clients and retain them for the long term.

Companies often struggle to achieve sales targets and grow key accounts in challenging times. Particularly when competition is greater, purchasing teams more demanding, the economy tougher and resources stretched. Yet sales and account management teams want to succeed, to deliver impressive results and beat targets. Their challenge is how, when they are already busy and realising that current methods aren't cutting it or achieving the results that they used to.

Our approach

Our first step is to evaluate current methods and outcomes to gain a full understanding of the needs and challenges before developing a strategy to achieve the desired results.

We work closely with clients to define their competitive edge, considering factors such as market and sector trends, client experience, products, resources and value provided. We lead or support strategy development and implementation. From there we create bespoke development programmes which unlocks a team's potential to deliver the plan.

A proven solution for transforming sales results

Our five-step methodology to transform sales results is a proven development solution. A unique programme that has client innovation and collaboration at its core. In addition to that, attaining a success mindset is the extra pivotal piece that increases motivation and performance for transformational results.

The combination of both overcomes the challenges businesses face in reaching and exceeding their targets. It accelerates performance and results, along with the resilience and effectiveness of teams involved in sales and key account management. Results are transformational.

ACCELERATE PERFORMANCE



We equip your team to unlock their power and full potential through the VITAL sales methodology. Vision, insights, transformation, application, leadership.

The development programme is completely immersive as participants create a vision for their sales or key account success, and this forms the basis of their new live transformational project.

The programme consists of 6 modules that are interspersed with individually tailored high performance coaching sessions. The programme is action orientated and what is learnt is applied for the most effective learning experience.

It increases a team's resilience and their performance accelerates.

RESULTS AND RETURN ON INVESTMENT DELIVERED

Transformative on so many levels, I have accomplished great things and I can replicate the success with all customers to create a massive sales funnel.

Nisar – Cisco

THE CLIENT CHALLENGE

The VP of a global business in the technology sector chose the programme for a cohort of his account managers and system engineers to develop strategic client relationships, to achieve the following outcome.

- Increased self-confidence and improved skills to maximise sales performance
- Grow the sales pipeline
- Development of entrepreneurial skills to seek out commercial opportunities for growth
- Development of strategic client relationships at a senior level
- Win new business in the timeframe of the programme



PROGRAMME OUTCOMES

- ✓ An additional qualified sales pipeline of £24m in 6 months - demonstrating improved skills and performance
- ✓ We won £500k of new business per annum delivered during the programme timeframe
- ✓ Substantial new sales opportunity and transformational project identified on an account that was considered to lack any growth potential
- ✓ Mentorship of an attendee by their client's director to deliver the transformational project - demonstrating senior level engagement

[8] PROGRAMME MODULE OVERVIEW

Client acquisition and retention programmes are specifically tailored to the organisation's needs and desired outcomes. Course content will vary to reflect this.

VISION

DESIGNING YOUR FUTURE SUCCESS

1

Delivery Methods

- Content is delivered in highly interactive group sessions. using role play, assessments, feedback and live client engagement
- The application of skills and knowledge on a live prospect/client project embeds learnings and changes behaviours for the long term
- Individually tailored high performance coaching unlocks barriers to success and raises standards

Skills, Capabilities & Knowledge Gained

- How to complete and use in-depth sector and client/prospect insights as the basis for discovering a growth opportunity
- Gaining a new perspective and approach to selling & account growth aligned to client/prospect strategic drivers
- Creating a compelling vision for success

Outcomes & Behaviours

- Commitment to a bigger vision
- Clarity of direction and sense of purpose
- Progress towards goal attainment
- Methodical approach to seeking opportunities for transformation
- Focus on achieving outcomes
- Preparation for success
- Ability to think strategically with a broader horizon

INSIGHTS

INFLUENCING, INSIGHTS, IMPACT

2

Delivery Methods

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Skills, Capabilities & Knowledge Gained

- Influencing skills to gain traction & progress with transformational project/concept
- How to pitch & present the transformation for maximum impact
- Techniques to effectively manage objections
- Crafting the story that gains emotional buy in
- How to keep transformational projects on track
- Pivoting the prospect/client strategic drivers into a growth opportunity
- Creation of a 90 day plan
- How to convert the transformational project into a collaborative project

Outcomes & Behaviours

- Ability to get to the root cause of objections and skillfully turn them into opportunities for progress
- Presenting with purpose, confidence and conviction
- Gaining client/prospect buy in to transformational project
- Consistent actions towards progress
- Seeks feedback for transformational project development and success

TRANSFORM

TRANSFORMATION PROJECT SUCCESS

3

Delivery Methods

- Content is delivered in highly interactive group sessions. using role play, assessments, feedback and live client engagement
- The application of skills and knowledge on a live prospect/client project embeds learnings and changes behaviours for the long term
- Individually tailored high performance coaching unlocks barriers to success and raises standards

Skills, Capabilities & Knowledge Gained

- Knowledge of the science of success
- Understanding how the brain works and how to benefit from new discoveries in neuro science
- Techniques to master the mind to manage stress, anxiety, fear or the emotions that hinder progress
- Creating a personal blue print for success

Outcomes & Behaviours

- Increased resilience
- Increased self-belief in ability to succeed
- Higher energy and motivation levels
- A can-do attitude and resourcefulness
- Takes initiative and is proactive to find solutions to challenges

APPLICATION

CLIENT / PROSPECT RELATIONSHIP

4

Delivery Methods

- Content is delivered in highly interactive group sessions. using role play, assessments, feedback and live client engagement
- The application of skills and knowledge on a live prospect/client project embeds learnings and changes behaviours for the long term
- Individually tailored high performance coaching unlocks barriers to success and raises standards

Skills, Capabilities & Knowledge Gained

- A process to measure the prospect or client relationship status
- Gap analysis & methods to improve the relationship to partnership status for mutual gain
- Understanding barriers to success with the client and techniques for winning the project

Outcomes & Behaviours

- Seeks new ways to resolving challenges in the delivery of the transformational project
- Creative thinking to overcome challenges and resilience to adapt to constantly changing client environment
- Builds client relationship to partnership status
- Analyses and prepares best approaches to close the opportunity
- Stimulates conversations with client/prospect at multiple levels and with other stakeholders

LEADERSHIP

MAXIMISE PERFROMANCE

5

Delivery Methods

- Content is delivered in highly interactive group sessions. using role play, assessments, feedback and live client engagement
- The application of skills and knowledge on a live prospect/client project embeds learnings and changes behaviours for the long term
- Individually tailored high performance coaching unlocks barriers to success and raises standards

Skills, Capabilities & Knowledge Gained

- Insights and feedback to grow expertise and personal brand
- How to be an influential leader
- How to lead your team to success
- Skills for leading collaborative projects
- How to confidently manage difficult situations

Outcomes & Behaviours

- Continual self-development
- Increased self-awareness of actions and behaviours
- Gives constructive feedback to raise standards
- Demonstrates a positive attitude and action towards business goals
- Accountable for results and performance
- Sets higher standards for self and team
- Champions positive change

DELIVERING RESULTS

6

Delivery Methods

- Content is delivered in highly interactive group sessions. using role play, assessments, feedback and live client engagement
- The application of skills and knowledge on a live prospect/client project embeds learnings and changes behaviours for the long term
- Individually tailored high performance coaching unlocks barriers to success and raises standards

Skills, Capabilities & Knowledge Gained

- Presenting results to senior management team learning how to adapt style and content for relevance
- Techniques to share learning, knowledge and skills gained
- How to lead and manage a transformational change project

Outcomes & Behaviours

- Shows commitment to share knowledge and skills to benefit colleagues
- Ability to perform under pressure
- Seeks opportunities to grow and develop
- Delivery of transformational project
- Increased self-confidence and self-belief

WHO WOULD BENEFIT MOST FROM THE PROGRAMME



COMPANIES WHO WANT HELP WITH;



Sales & account management growth

- Companies who want to win bigger accounts
- Enterprises with ambitious growth targets that need accelerated sales performance
- Companies that want to retain and significantly grow key accounts without additional resources

Attracting and retaining the best clients

- Businesses who want sales teams to win clients that are a great fit
- Those that want their strategic accounts to love what they do and stay for the long term
- Organisations that want to avoid costly and ineffective sales methods

Increasing performance

- Leaders who want to develop their teams untapped potential
- Those that want to increase their sales team's resilience and performance
- Those that recognise that focused action, attitude and motivation are as important as skills and knowledge

Sales issues

- Those that have sales problems such as low conversions or weak pipeline
- Businesses that don't have a reliable methodology for sales or account management growth
- Those that want to transition from transactional selling to a more effective method

Financial improvements

- Those that want a measurable financial return on investment from a development programme
- Companies that want to shift the sales conversation from price to value
- Companies who don't want to hear the excuse that it's all about price as the rationale for not converting sales opportunities to wins, or for margin reduction.

ACHIEVING A DIFFERENCE THROUGH A UNIQUE BLEND OF SKILLS AND MINDSET

We focus on achieving tangible outcomes & positive results and we'll do what it takes to deliver it.

With over 20 years business growth, sales and key account management experience under our belt, we get excited about helping other businesses grow, whether that's through training, business consulting or coaching.

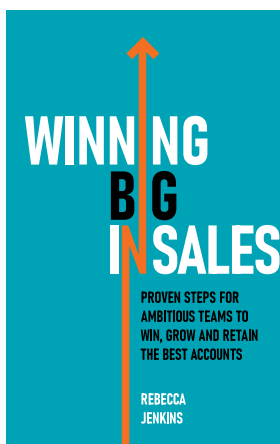
We feel strongly about our work ethic and values too. We enjoy what we do, and do it with total integrity and vigour, focusing on client value creation. Being enthusiastic and accountable for our work and performance is important to us, ensuring that we make a positive difference.

Our key purpose is to help businesses and teams flourish and to surpass their expectations on outcomes and results.

ACHIEVE TRANSFORMATIONAL RESULTS

Be Prepared to be pushed outside of your comfort zone to achieve transformational results with this training.

Andrea – CISCO Account Manager



GET YOUR COMPLIMENTARY COPY
AT RJEN.CO.UK (small package and
posting fee)

ABOUT

RJEN works with ambitious leaders of both SME and global businesses to increase growth, equipping teams with the skills and success mindset to deliver impressive results. Led by Rebecca Jenkins who has extensive leadership experience having grown a business to over £50 million in sales revenue, through winning many prestigious accounts with blue chip companies. After selling the business to a multinational Plc, Rebecca was appointed to the position of Sales Director, a role she held for a number of years before establishing her next business. Rebecca is a Veuve Clicquot business woman of the year finalist, speaker and guest lecturer to MBA students. Her approach to business and client development has also been recognised and published by the management guru Tom Peters.

Delivering an exceptional client experience has always been the hallmark of RJEN along with creating value and making a positive impact on customer results. The purpose of the business is to enable companies to unlock their business growth potential. To achieve greater success, gain results faster and for individuals to flourish and surpass their expectations and outcomes.

