

A photograph of a business meeting in a modern office with large windows. A woman in the foreground is smiling and looking at a document. A man with glasses stands behind her, also smiling. Another man is visible on the right. The entire image has a green tint.

**Transform your sales for
faster growth, higher
profits and greater value**

 **SalesTalent**

Growth | Profit | Value



WELCOME TO SALES TALENT

We specialise in sales transformation, helping companies sell their products and services more successfully and more consistently. If you're ready to accelerate your company's growth, we'll help you make it happen.

"After 20 years of hands-on experience in selling, sales training and recruitment, the most valuable result I offer clients is improved sales performance. With the right strategy, right processes and right people, your sales performance will be transformed yet, for many company owners or leaders, sales skills are not one of their strengths. This leaves the sales function undeveloped, reducing growth, cutting profits and minimising company value.

After a decade of running Sales Talent as a specialist in sales training and recruitment, I developed a new service after a call received in early 2020: **"Please fix our sales team"**. The help given involved analysis of the target market, assessment of the sales team (including some goodbyes and a few hellos), improvement of sales processes and, finally, work with the sales team to improve their skills in selling more successfully more often whilst keeping a smile on their faces.



"I wanted a better sales team and turned to Paul Owen of Sales Talent for help. At the end of his time with us, my teams are the best we've had with repeatable, scalable processes and sales structures that allow them to be consistently successful and give us the templates to train new starters. It was the best investment we made in the past year."

SB, Business Owner

"Our sales consultancy model – The Sales Talent Transformation Programme – was born. It's dynamic, packed full of value and helps companies grow faster, giving them higher profits and building greater value in the company.

We still help with our sales training programmes (see page 6) and with our sales recruitment (see page 7). With our new sales consultancy service now added, we can help you sell better in 3 different ways."

"If you find an opportunity to have Paul work with your sales teams, do it; the results will be inspiring, I promise you."

Dave Davies, Sandler Training

"A great communicator. A great ideas man. A true professional. A thoroughly nice person to work with."

John Howell, International Lawyer



Paul Owen, Founder

SALES CONSULTANCY

You have a great product or service so what's holding back your growth? Your sales function. Our expertise in sales strategy, process and people will help you grow more quickly.

Sales Talent Transformation Programme

Human communication is complicated which can make increased sales (and business growth) difficult. We work hard to make the sales process and your sales operations as simple as possible. E F Schumacher said, "Any intelligent fool can make things bigger and more complex. It takes a touch of genius and a lot of courage to move in the opposite direction" and his words inform the work we do.

The simpler the strategy, the clearer it is to all; the simpler the process, the more likely it can be implemented successfully; and the simpler you make the recruitment, training and management of your salespeople, the more likely they will be able to put the ideas into practice day in day out. Put all these factors together well and you will see your growth rocket.

"A peerless sales professional with a rare ability to pull apart difficult scenarios from the sales function of any business, Paul's ability to break sales down into a logical, natural process has been my guiding principle throughout a successful sales career."

Marcus Vassiliou, Qlearsite

What we do

Strategy

What you want to achieve and how quickly – we assess viability of plans and the routes to success.



Target Markets

Breakdown of which markets to attack, why, how and when.



Sales Process

From identification of lead to closed deal and repeat business, we map the process and identify where improvements are needed.



Skills Assessment

We measure 4 elements of your team (Knowledge-Attitude-Skills-Habits) to make best use of each person (right people in the right roles).

Growth Assessment

We track all activity to assess its effectiveness and change where necessary. We keep 100% focus on faster growth, higher profits and greater value at all times.



Reporting

We fine-tune key performance indicators to give a clear picture of what activities are being done and how successfully.



Coaching

Regular sessions to embed behaviours, supported by cheat sheets and daily habits cards.



Sales Training

We cover mindset for sales; ingredients of sales success; our 4-point E.A.S.Y. structure to sales conversations; plus practice and execution of plans to be successful in sales calls and meetings.



SALES TRAINING

“Can you turn anyone into a brilliant salesperson?” Great question. But the wrong question. The better one when considering sales training is, “Can you help anyone sell more effectively more often?” And the answer to that is “Yes”.

Whether people are employed in sales full-time or they have a job far removed from sales for much of the time but need sales skills occasionally, an enjoyable, tailored and practical sales training programme will make them more effective and successful in their customer interactions.



“I recommend Sales Talent to any sales professional as a great place to search for a new job or to build a new team.”

William Goode

SALES RECRUITMENT

Success in sales starts with the right people for your company. We take time to understand clients and candidates so we can match them well. Good recruitment changes lives (and profits!)

Salespeople need a wide range of skills, attributes and habits. They also need the right attitude. We work hard to find, match and place the right people in the right jobs. Our expertise and experience in sales is the key.

If you want to recruit salespeople, we'll meet to discuss your business and its culture, then will we get started, meeting and vetting all candidates before introducing them to you. We stay involved throughout the process to help you shortlist, offer and secure the best candidates. To find out more, get in touch today.

“Excellent training. Well-tailored and effectively delivered. Worth more than you will pay.”

Liam Byrne

“Very engaging and the techniques will help us add more value to how we all sell. Very happy and excited to implement the changes.”

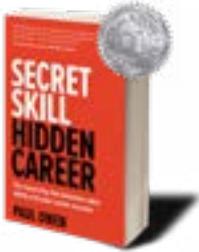
Stephanie Cowles

We have **100%** re-booking rate in our sales training programmes. We deliver courses in person or online for teams working remotely. To find out more about our practical, interactive sales training, get in touch today.

“Whether recruiting sales professionals or improving sales performance, these guys are inspiring and always deliver.”

Jeremy Casey

READ. LISTEN. WATCH.



SalesTalent



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