

Your sales development journey with Insights

Bring real human connection to your sales conversations

Organisations put a lot of effort into gathering customer data: their spend, buying habits and pain points. But when it comes to that moment of person-to-person contact, **how well do salespeople really know their customers? What impact would it have if they did?**

Where there is connection on a human level, relationships bloom, which is why Insights specialises in upskilling salespeople to **enrich conversations, build sustainable relationships** and tap into those **human skills** that differentiate the top salespeople.

Do you need to bring more understanding of people, different styles and approaches to your salespeople?



Insights Discovery

Start your journey with Insights Discovery and learn about behaviours and preferences with a model that makes psychology accessible.

You'll learn:

- What motivates people and how they prefer to communicate
- The value of recognising and valuing different styles and perspectives
- All about you and what makes you good at what you do



A facilitated group session accompanied by an in-depth personal profile for each learner

Do you need your salespeople to make changes to how they interact with customers and to develop a more empathetic approach?



Discovering Sales Effectiveness

Step into sales with our introductory programme for salespeople who want to adopt a more personalised and person-led approach to sales.

You'll learn:

- How to apply the understanding of psychological types from Insights Discovery in a sales setting
- How to recognise different preferences in customers and improve those interactions
- Your own strengths and challenges across six stages of selling



A follow-on session that includes a dedicated sales chapter of the personal profile

Do you want your salespeople to be experts at connecting with diverse customers and leveraging their understanding of self to influence sales success?



Discovering Sales and Influencing

Experience our most robust sales programme to sharpen your skills and the impact you have through your personal approach.

You'll learn:

- How you show up to different customers and how to influence better outcomes
- How to develop and leverage your diverse strengths to have greater versatility in sales conversations
- How to strengthen customer relationships and deliver a better customer experience



A modular, cumulative learning programme that explores six stages of selling with valuable e-learning and materials



Before the Sale Begins



Identifying Needs



Proposing a Solution



Dealing with Buying Resistance



Gaining Commitment



Follow-up and Follow Through

Insights will jumpstart your sales results and provide that human spark to transform conversations. Get in touch