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FASTER EASIER RESULTS

Sales Training

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01

What We're About

Accela is an Australian owned company that specialises in high impact sales performance improvement and people assessment solutions. Our suite of services have been consistently proven to lead directly to improved business performance. We cater to both small and large organisations across all industries.

Areas of speciality:

- People Assessments
- Sales Processes
- Sales Training
- The Sales Activator®
- Telephone Sales

"The team from Accela are passionate about sales and I believe this shone through in the training sessions and completely won over the seen-it-all-before team"

Joe Ferry-Gibson

AXA

"Our aim was to encourage and support our team through this training, to give them independence and confidence. Since the training session with Accela we've certainly noticed the changes."

Carlo Cutinelli

SCT Logistics



Sales skills are
not something
you absorb

Sales skills are
something you
create



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Faster, Easier Results

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The marketplace is becoming more and more aggressive. The challenges facing your sales people are complex and many. If they are not running at full capacity, you are not competitive.

Australian owned and developed with an unassailably distinct approach, Accela emerged from an inherent understanding of sales people and the sales process.

Our success has been derived from the innovative approach we take to people development and skills training. At Accela, we:

- Deliver enjoyable, interactive and engaging content.
- Provide practical and relevant training.
- Utilize state-of-the-art resources for high impact learning.
- Intrinsically understand the unique requirements of each business and industry we work with, ensuring a fully customised training solution.
- Extend the benefits gained from sales training by offering interactive materials for continuous development.

Our values drive everything we do. Professionalism, accountability and respect are fundamentally important to us. At Accela, our unerring motivation and enthusiasm is wholly directed at revealing the talent and skills that make successful salespeople.

"Our Accela Sales Training workshop was the best sales training we have had - and some of the team have done a number of courses. From my perspective, it was exactly what I was expecting and more. Not only did it give them pride and excitement about their role as sales professionals, but it communicated very critical skills in easy to understand and remember ways."

Jennifer Driscoll
MediHerb



The difference between customer service and sales people is the difference between Captain Kirk and Dr Spock...

Great at each role but little chance of cross-over



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The Five Principles

Our dynamic facilitators deliver enjoyable, interactive and energising content. We know that to achieve optimum results, it is critical to generate maximum engagement.

To ensure we create an environment that is conducive to learning, we create your program using the following five principals:

1. Conditions: a positive environment that is both stimulating and relaxing.
2. Commitment: total involvement and full participation using all the senses.
3. Choice: options and variety, allowing individual style to flourish.
4. Collaboration: workshops with a social team environment.
5. Context: just like real life, with experiences, feedback, situations and accountability.

Our objective is to create better learners, feed their hunger for information, and leave them wanting to find out more.

A recent study by Chandler McLeod* indicates that employer-funded training and skills development is the most successful benefit to offer employees to increase staff retention. Your people want to learn. They understand that it is their path to real career progression. Accela teach practical skills that will result in better people and performance. In a tough labour market that is experiencing its lowest rate of unemployment in decades, can you afford not to make an investment in your people?

Source: Chandler McLeod. Workplace Barometer Report, 2007.



An inexperienced sales person says, I can get the horse to water but can't make it drink. The professional says, you're not supposed to make it drink, you're supposed to make it thirsty

The Five Phases

To achieve effective learning, we know that each of the following phases must be delivered relevantly and compellingly.

1. Preparation: arouses interest so information is eagerly received.
2. Presentation: creates an experience that is enjoyable yet relevant.
3. Practice: integrates the skills and methods into useful real-time roles.
4. Performance: application of behaviour and skills for value and longevity.
5. Pursuit: follow up, feedback and ongoing honing.

Conventional training concentrates on the first two phases, achieving very little for the client.

Accela workshops dedicate a 70% share to phases three, four and five. Our focus on the practical application of what we teach gives learners the important opportunity to integrate their new skills and knowledge.

This is the secret to making a real difference to sales performance on the job.

Sales development is creation, not consumption



"The Accela team understood our unique needs perfectly. All the way, learning was fun and easy and best of all, we could put it to work straight away. We have used our new skills and knowledge in some of our biggest wins and the whole team is now talking the one language – sales."

Mark Fraser
Sotheby's Australia

05

We Get It

Accela offer a suite of state-of-the-art resources that are designed to help us comprehensively understand your business and your people.

Our exclusive diagnostic and assessment tools ensure that we thoroughly understand your unique business environment before we discuss the training solution that best suits you.

Accela also provide a variety of materials that maximise engagement and comprehension for high impact learning. We use these materials to help us identify, understand and overcome the challenges facing your team.

We are dedicated to continuous improvement and providing a truly customised solution to our clients. Each of the progressive resources we offer help us understand what makes your business and your people really tick.

"Using Accela has made a marked difference to team performance. We believe this achievement is largely the result of the methodologies they use to understand our business and our industry."

David Clatworthy
Macquarie Bank

Because nobody who bought a drill ever really wanted a drill. They wanted a hole. Therefore, if you want to sell drills, you should deliver information about making holes, not about drills!
Perry Marshall



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Ready Made or Made to Measure

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Accela offer two course structures to suit your individual needs, each created with the flexibility to be delivered by the team leader, the facilitator, or in combination.

1/ Build the training program that fits your requirements from a vast selection of individual modules. Or... 2/ Simply choose from a selection of ready made, tried and tested workshops, such as:

Accelerated Sales Workshop:

In the beginning – motivating you and your team

Telephone Sales Excellence:

You had me on hello

Prospecting Made Easy:

Target practice – missed opportunities

Key Account Management:

Juggling skills and lion taming

Making More Sales:

What's that you want? Questioning skills

Advanced Sales Skills:

For the salesperson of the year

Rapport building:

Breaking the ice (and mixing the cocktails)

Negotiating and closing:

From 'That's a Wrap' to the 'After Party'

Drawing upon our exclusive world-class resources and research tools, we have a unique and intrinsic understanding of the distinctive requirements of each and every business we work with. As a result, we can confidently say that Accela is a leader in customised training solutions.

"We weren't looking for an off-the-shelf approach. Accela successfully developed a sales process that suited our brand and reflected our philosophy."

*Shanthini Naidoo
Taronga and Western
Plains Zoo*

Never do for learners
what learners can do for
themselves or each other



Gone, But Not Forgotten

Accela extend the benefits gained from sales training by offering additional materials for on-going development. These resources can be used on a regular basis to continuously build and reinforce team member's knowledge and understanding. This helps to keep learning fresh and 'front of mind', therefore increasing the chance of it being applied in everyday working life to enhance sales results.

The Difference

The Accela difference is demonstrated by Client Comparison Data compiled comparing traditional sales training traits with our learning approach.

Traditional sales training	Accelerated sales training
Lecture based	Multi-sensory
Rigid	Flexible
Somber/boring	Joyful
Lifeless powerpoint/workbook based	Activity based
Time based	Results based
Controlling	Nurturing
Spoon-feeding passive participants	"Learning to fish" style
Knowledge walks with the trainer	Embed on-going improvement

To find out more about our innovative training solutions

- Call us: (02) 9368 7969
- Send us an email info@accela.com.au
- Or visit our website www.accela.com.au

"We will use the knowledge and resources we received from Accela next year, the year after and the year after that. It makes for very good value."

Gary Gipp
Xerox Business Centre