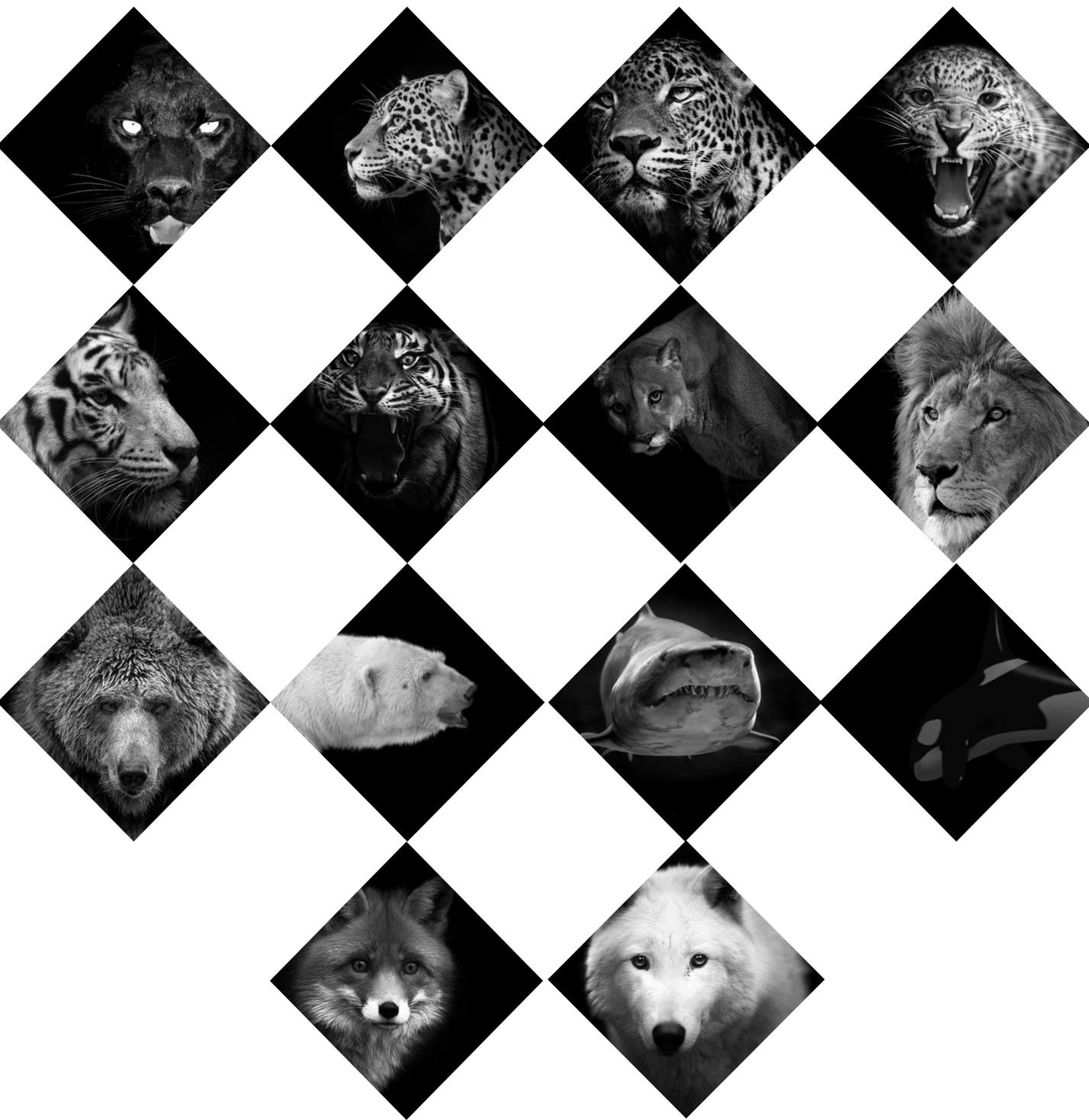
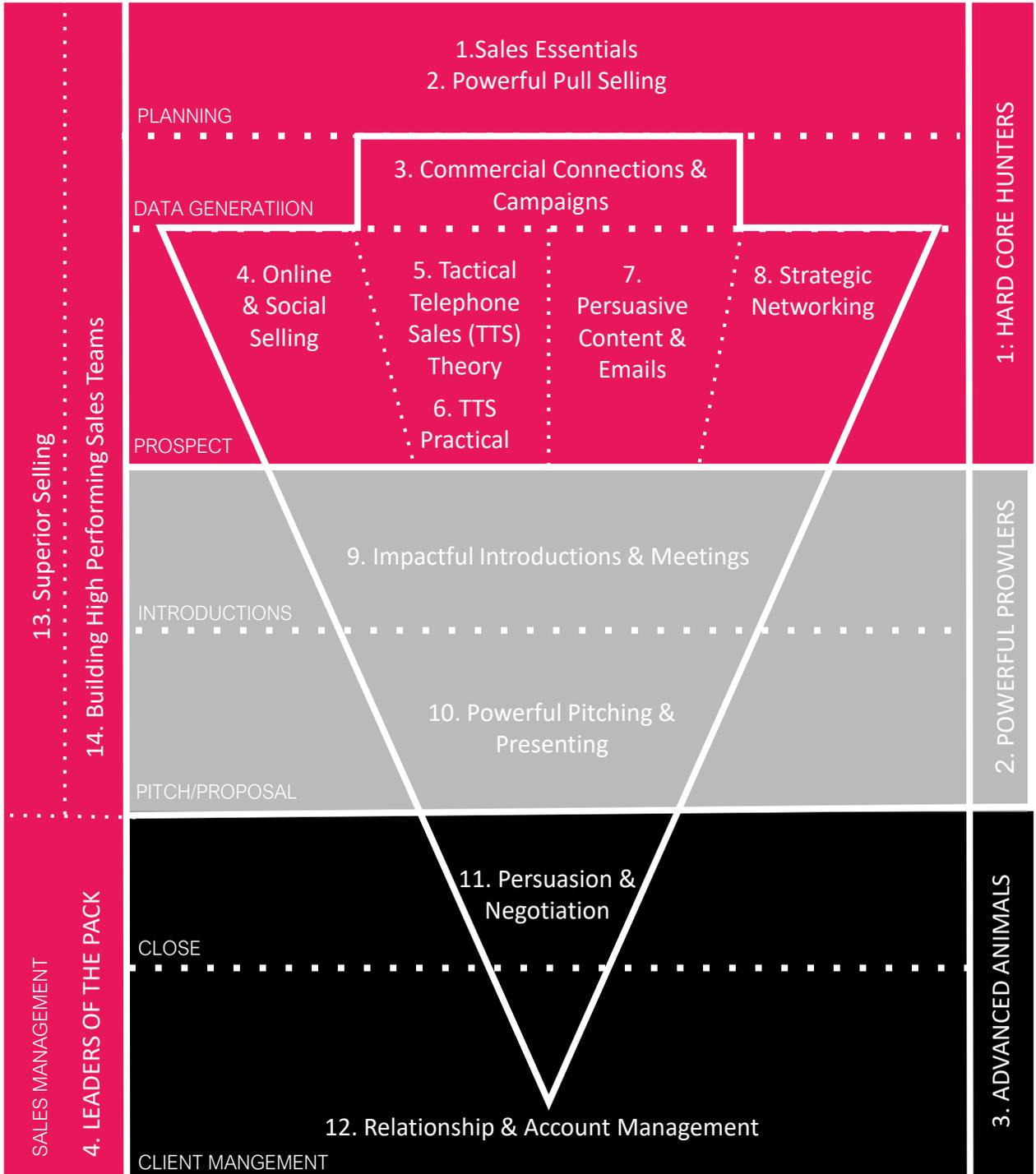


ARTEMIS ACADEMY

Evolving the next generation of sales hunters...



Artemis Academy is a sales training programme comprising of 14 courses split into 4 levels designed to run along side your sales process, as well a candidate's professional development. The courses are:



HARDCORE HUNTERS: PLANNING

1. SALES ESSENTIALS



Equip new sales hires with all the essential knowledge and confidence to immediately make an impact in a sales environment

SUMMARY

A broad introduction to sales providing the footing and buy-in to equip fierce sales animals for success from the off-set. For entry level sales professionals.

BENEFITS

- Kick start a sales career by understanding the importance of selling in the modern sales landscape.
- Flex sales styles for different buyers throughout the buying journey.
- Learn a typical sales process and what part to play in it.
- Develop and deliver a powerful elevator pitch in front of an audience.
- Leave the room feeling proud and confident to be a sales person.

AGENDA

1. Welcome to Sales Essentials
2. Sales today
3. The buyer's journey
4. Personality types
5. 6 stages of sales
6. Effective elevator pitch

HARDCORE HUNTERS: PLANNING

2.

POWERFUL PULL SELLING



*Build instant need and value
with new buyers through
consultative PULL selling*

SUMMARY

Learn to attract sales rather than push products and services through powerful questioning and positioning benefits.

BENEFITS

- Learn the most effective way to communicate for a pull sell.
- Understand questioning and listening techniques to create and understand buyers needs.
- Learn proven spin selling skills
- Practice questioning and listening a 'buyer'.
- Pitch product benefits back to peers.

AGENDA

1. Welcome to Powerful Pull Selling
2. Pull selling principles
3. Effective communication
4. Questioning & listening
5. Developing a need
6. Selling the benefits

HARDCORE HUNTERS: DATA GENERATION

3. COMMERCIAL CONNECTIONS & CAMPAIGNS



Optimise time and maximize conversions from prospecting activity

SUMMARY

This course is centered around sales enablement and data management to ensure maximum conversions from prospecting activity. For entry level sales professionals.

BENEFITS

- Learn how to align and structure sales activities.
- Optimise the sales channel mix for sales success in 2020.
- Understand how to cut and slice data and create a working timetable and touch-point plan in tandem with KPIs.
- Learn how to best utilise systems and create robust reports.
- Discuss the latest tools and trends such as sales automation with peers.

AGENDA

1. Welcome to Commercial Contacts & Connections
2. Build your sales conversion funnel
3. Channel optimisation
4. Touch-point plan
5. Activity roadmap
6. Systems & reporting

HARDCORE HUNTERS: PROSPECTING

4.

ONLINE & SOCIAL SELLING



Ignite and maintain new business conversations using the latest online & social platforms, tools and techniques

SUMMARY

Digital channels are increasingly proven to outperform and support more 'traditional' sales activity. It's a forward-thinking course with exciting innovative techniques and use of technology. For all sales professionals.

BENEFITS

- Create a stand-out brand.
- Learn how to hunt down relevant buyers, create hooks & triggers and deliver targeted messaging to achieve sales goals online.
- Master platforms and tools such as LinkedIn, Google Trends, Google Alerts, Hootsuite, Feedly, Crunchbase, Duedil, Builtwith and SEMrush.
- Observe the trainer send a live message to a 'buyer'.

AGENDA

1. Welcome to Online & Social Selling
2. Build your Brand
3. Find & Qualify Contacts
4. Trigger Selling
5. Insights Selling
6. Effective Engagement

HARDCORE HUNTERS: PROSPECTING

5. TACTICAL TELEPHONE SALES (THEORY)



Learn the most vital skill in new business development and overcome the challenges it presents in the modern sales landscape

SUMMARY

Develop the foundations and latest skills to identify, qualify and close for sales objectives on the phone in this extremely positive course. For entry level sales professionals.

BENEFITS

- Feel motivated to make calls and hone calling activity to make an impact and bring success.
- Use the latest, ethical techniques to close for sales outcomes with both cold and warm buyer prospects.
- Create and practice a proven calling template.

AGENDA

1. Welcome to Tactical Telephone Sales
2. Cold calling mind-set
3. Preparing for the call
4. Getting through the gatekeeper
5. Initiate & own the conversation
6. Objection handling & closing

HARDCORE HUNTERS: PROSPECTING

6. TACTICAL TELEPHONE SALES (PRACTICAL)



Make live calls and convert sales objectives on a fun and incentivised day

SUMMARY

The follow-up course to Tactical Telephone Selling (Theory) where candidates will make live calls to prospects in a structured day with on hand guidance from a trainer and review sessions with peers. For entry level sales professionals.

BENEFITS

- Delegates feel excited to implement skills from Tactical Telephone Sales Theory in an energetic and supportive environment.
- Candidates can expect to get leads and direct, actionable feedback whilst 'on the job'.

AGENDA

1. Refresher & plan
1. Live calling session 1
2. Feedback & review
3. Live calling session 2
4. Power hour
5. Wrap-up

HARDCORE HUNTERS: PROSPECTING

7. PERSUASIVE CONTENT & EMAILS



*Generate sales conversations
and conversions using smart
emails of VALUE and stand-
out creative content*

SUMMARY

Persuasive Content & Emails is a course designed to enable and focus on content and email as a sales channel to gain commercial outcomes. For all sales professionals.

BENEFITS

- Sales people spend a third of their time writing and sending emails but rarely receive training in it... until now.
- This course teaches candidates to achieve goals and KPI's using on-point messaging and compelling content (including 'direct' marketing & video) to start conversations and attract buyers.

AGENDA

1. Welcome to Persuasive Content & Emails
1. Build a Plan & Strategy
2. Commercial Content
3. Thought Leadership
4. Email for Success
5. Compelling Creative Campaigns

HARDCORE HUNTERS: PROSPECTING

8. STRATEGIC NETWORKING



Generate meaningful sales conversations both at the desk and out face-to-face networking

SUMMARY

A course to coach candidates how to grow their network from their desk and partake in networking out of the office to generate leads. For all sales professionals.

BENEFITS

- Create a prioritised client, colleague and service partner referral network.
- Maximise lead conversions at planned and impromptu networking occasions with confidence.
- Understand how to approach individuals, ignite conversations, manage interceptions and effectively follow-up.
- Create your own event and networking calendar.

AGENDA

1. Welcome to Strategic Networking
2. Organisational networking
3. Gain network referrals
4. Creating networking opportunities
5. Instant impressions
6. Own & close conversations