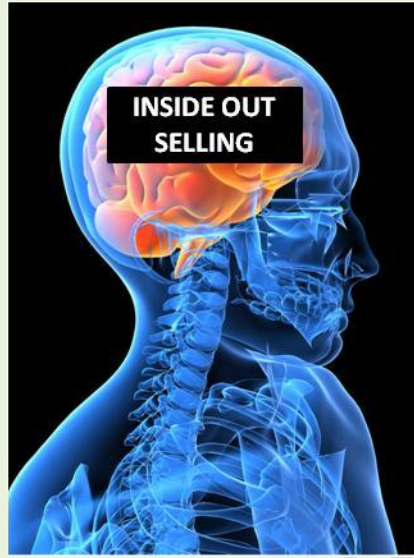


## 'Inside Out Selling'



Do you find that with traditional sales training your sales team:

- Know the theory, know what to do and even have the skills, but in some situations seem unable to apply them?
- Sometimes let their mood and motivation negatively impact on their ability to sell?
- Find it difficult to maintain their motivation and performance over time?

It appears that something within stops them from consistently applying what they have learned in order to achieve outstanding sales.

Springboard have been training and developing sales teams with great success for over 10 years [ see [www.springboards.com](http://www.springboards.com) ]. Our focus is on the traditional sales and key account management areas listed below :

- Sales and Key Account Planning
- Structured Commercial Selling
  - Consultative Selling
  - Negotiation

Yet it has become obvious from auditing our delegates and clients that what holds back behaviour change is the internal 'state' of the individual.

Our realisation is that only through balancing raw selling skill and process with the development of the appropriate 'inner state' can individuals move forward and change their behaviour.



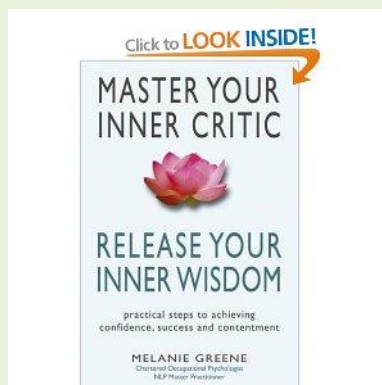
### What do we mean by 'state'?

Our state is created by our thoughts, beliefs and feelings which when combined impact on our self image, confidence, and ultimately our behaviour and performance. Like many organisations we, at Springboard, typically did not address this issue of a sales person's inner state through our training.

Based on the above realisation that **ONLY THROUGH A BLEND OF SALES SKILLS AND INNER STATE COACHING** could the optimal behaviour change be effected in sales training, we set out to find a partner company with whom we could work to build a new and unique type of sales training. After six months and many meetings we found our ideal partner – Melanie Greene at Grovelands ([www.grovelands.org.uk](http://www.grovelands.org.uk)). She is a Chartered Occupational Psychologist and an inspirational coach and trainer, who truly understands the inner state of individuals and is able to facilitate sustainable change in ones belief set and behaviour.



Melanie has captured much of her thinking in her superb book 'Master your Inner Critic, Release Your Inner Wisdom' which we would strongly recommend.

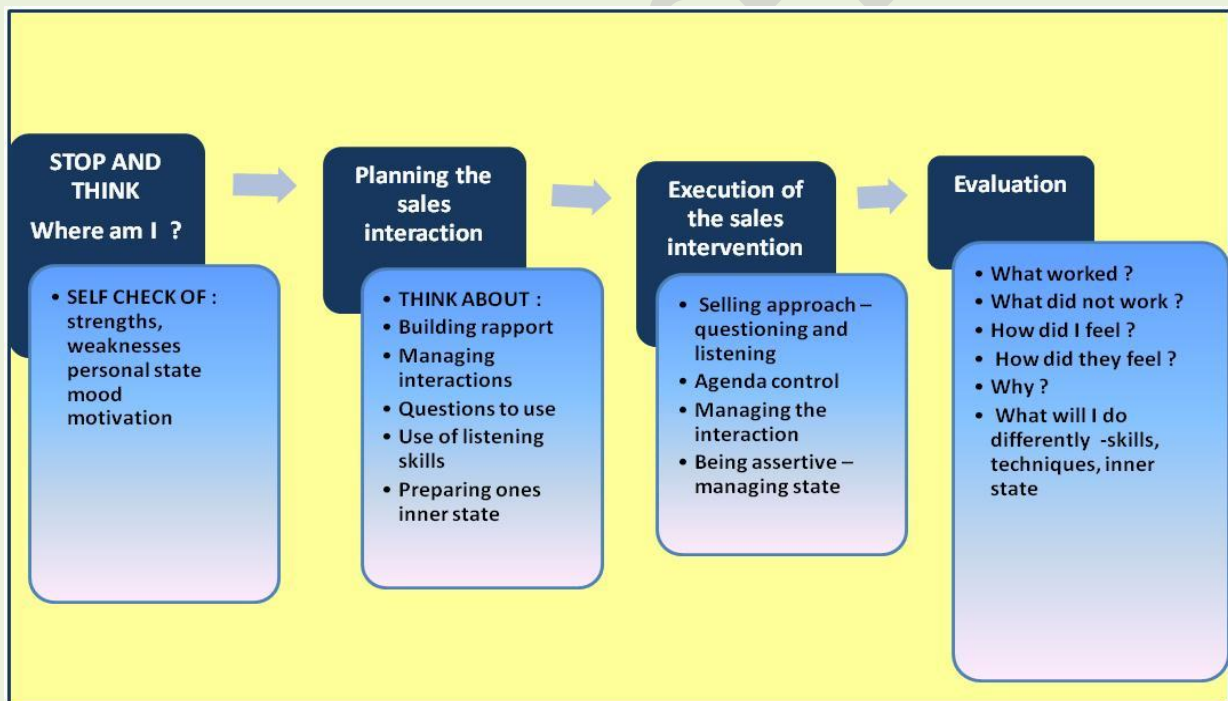


We have worked with Melanie to develop a wholly new way of sales training – we call it **'Inside Out Selling'** and it ensures that not only do your people discover new skills, but that they also leave the training with the self belief and confidence to put the new skills into practice.

### How do we work with our clients?

Every programme we deliver is truly **bespoke** – we discover the unique combination of both hard skills and inner state blockages, which are prevalent within your team in order to address the challenges and move your people forward. We achieve this by a combination of interviewing management [focussing on current skill levels and company strategies and plans] and their sales team [focusing both on the real world challenges being faced and levels of belief and readiness for change in the team]. Once we have the information we need we build a blended programme specific to your challenges.

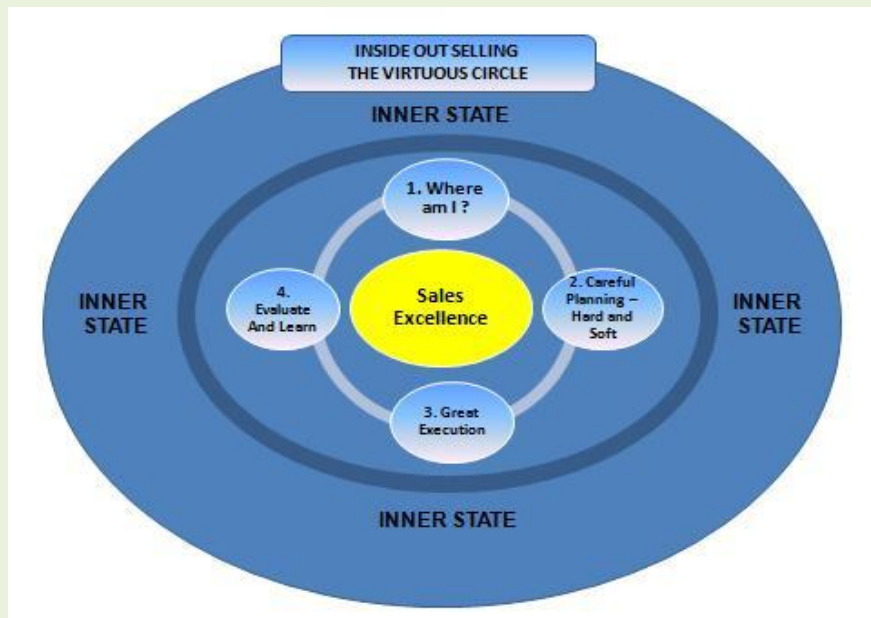
Every **Inside Out** selling programme follows the same basic structure and approach as shown below:



**Inside Out For Sales Managers** – We have designed a separate programme for Sales Managers as they can benefit from taking an **Inside Out** approach to supporting, managing and coaching their sales teams. By understanding the impact of their own inner state on how they interact and manage their sales people, they can ensure that they get the most from their team. They will also appreciate the impact of their sales people's inner state on their performance and learn how to support them in managing their own inner state.

In summary – we prepare your team both to possess great selling skills and have the inner belief, confidence and motivation to execute their new skills in their day to day role.

In this way you see significant positive behaviour change and rapid payback on your training investment – the VIRTUOUS CIRCLE shown below IS the route to selling success.



**Like to know more?** – please contact us on the numbers shown below:

**Chris Hudd**, Director of Training and Development, Springboard: 0870-2243381,  
[chris@springboardcs.com](mailto:chris@springboardcs.com)

**Melanie Greene**, Chartered Occupational Psychologist, Managing Consultant, Coach,  
Facilitator, Trainer and Writer: 01865-377334, [mg@grovelands.org.uk](mailto:mg@grovelands.org.uk)