

SALES

Sales Programs

Sales development built on what sales leaders have found actually moves results: buyer focus, the buying process, and practice before the call.

"We invested last time and nothing changed."

"Our sales team leaves revenue on the table."

WHO IT IS FOR

LEVEL

Sales teams, Frontline leaders

TIME

Anywhere from 60 minutes to 2 days

LANGUAGES

English

GROUP SIZE

Any group size

FORMAT

In person · Virtual · Hybrid

BUSINESS OUTCOME

Revenue growth

WHAT HAPPENS

Buyer focus first: every decision is emotional, and reps learn to assess the buyer in front of them fast.

Then the buying process: what the buyer needs to see before they say yes, and where reps skip a step.

Then practice, on your products and your objections, until the credibility is real.

WHAT CHANGES

- A sales culture that does not suck the leader's credibility
- Capacity for more sales with the same team
- Buyers treated as the individuals they are
- Results the sales leader could show

HOW WE MEASURE

The team leaves with a written action plan, each item tied to a name and a date. Thirty days later we check which items moved and report that back to the sponsor.

HOW IT FITS WHAT YOU HAVE

Built around your buyers, your products, and the objections your reps actually hear. The tools Participants build become their own job aid and drop into your sales playbook.

INVESTMENT

\$10,000 per day

Per delivery · same number in USD, CAD and EUR

Priced per Facilitator day. Most sales rollouts combine Sell Naturally, Handle Objections, and a Sales Simulator.

Formats: anywhere from 60 minutes to 2 days, for any group size. One Facilitator day covers everything up to a full day at the investment shown; a second day adds \$10,000.

WHAT IT INCLUDES

- A one-hour Joint Solution Design call, where you choose what your Participants experience
- Your Blueprint, the design for your delivery, reviewed by you before anything is built
- A Participant Manual matched to that Blueprint

PROOF

+147% insurance sales

American Express call-center teams, in under a year, with an L2 to L3 promotion pathway

"The process led to new best practices, sales playbooks and even identified and launched a specialty sales call center."

— Victoria Carter, VP US and Canada Call Centers, American Express

Schedule a 20-minute walkthrough

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