

# Why choose us?

UNLEASH YOUR SALES TEAM'S POTENTIAL



We're transforming the way companies manage, train and support their sales teams.



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# Specialism

Our sweet spot is helping companies develop sales campaigns and then using those campaigns to provide real life training scenarios for their teams. We especially like helping small and mid-market companies take on the giants and big brands in their industry.

The sales campaigns we work with our clients to create are simple, straightforward and effective. They range from simple campaigns for technology services, SaaS and more complex Enterprise sales to large multinational corporations.

Our approach keeps salespeople out of the “classroom” and focusses on learning by doing. Everything we do is supported by live coaching where we are supporting sales teams when they need it the most.

We love sales and have a very practical and hands on approach. Hence one Microsoft Business Manager described Klozers as the “*Sat Nav for Sales Success*”.



## INBOUND & OUTBOUND

Traditional training companies focus on Outbound which is great, but it's only half of the sales jigsaw. With over 200 English language keywords on the first page of Google and over 200 in non-English language we know exactly what it takes to generate a consistent flow of buy ready sales leads for salespeople to convert. Our unique approach aligns marketing with sales and gives you an unfair advantage over your competition.

## WE ONLY PRACTICE WHAT WE TEACH

It's important to us that everything we teach in our sales training and coaching is real, authentic and works. Therefore, we only teach the proven strategies and tactics that we use to generate sales leads, close deals and grow our own business. This gives us a deep understanding of exactly what works and what doesn't.



## FAST TRACK

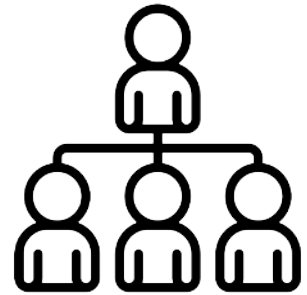
What our customers are buying is speed. Our clients could invest 12 - 24 months and work out for themselves how to grow their business faster. What we provide is a Fast Track to success in a shorter time frame. We do this by opening up every one of our own systems and processes to our clients in order that they can copy them and replicate them in their own business. We will show you our Content creation, Marketing Automation, CRM system and sales processes and help you implement them in your own business.



# Organizational Goals

## HOW KLOZERS HELPS

DRIVE A FAST TRANSITION  
TOWARDS YOUR  
ORGANIZATIONAL GOALS



### Organization Goals

Create consistent revenue streams that allow you to innovate and set new trends in existing & new markets as a brand leader.

Drive changes in sales to achieve strategic initiatives.

Support positive changes in sales culture.



### Challenge

How do we deliver meaningful sales training that has an impact?

How do we align our day-to-day sales activities with our overall sales growth strategy?

How do we increase staff engagement and momentum across the sales function.



### Solution

Klozers provides a framework of strategies, tools and processes to quickly create and manage sales teams.

Link any sales training to organizations goals.

Invest time in coaching salespeople on new skills.



### How it works

Invest time ahead of any training to customize content.

Workshop led approach to capture strategic details.

Inclusive people strategies to give the wider team a sense of ownership and provide buy in.

# Sales Leadership Goals

## HOW KLOZERS HELPS



## BUILD CONFIDENCE, SKILLS AND RESILIENCE



### Leadership Goals

Build a repeatable, self fueling sales engine that consistently beats sales targets.

Build a culture of learning, coaching & self improvement.

Build scalable systems and processes across sales and marketing.



### Challenge

Organic growth is stalled, sales targets are missed, there is no control over sales, resulting in erratic revenue.

Little or no lead generation, sales people unable to consistently generate new sales leads.

Low staff engagement with poor performers staying & "A players" leaving.



### Solution

Support Sales Leaders with strategizing, planning and execution.

Deliver targeted training sessions based on needs analysis.

Create comprehensive sales playbooks to replicate success.

Provide post-training support by way of specialist coaching.



### How it works

Create powerful sales campaigns that engage sales reps as part of the learning process.

We provide detailed planning & strategy frameworks to chart the right course.

Our unique scorecard approach encourages sales reps to self manage themselves and drive productivity.

# HR & Learning Goals

## HOW KLOZERS HELPS

### BUILD A MODERN DYNAMIC SALES TEAM



#### HR Goals

Increase productivity, drive down sales rep churn and improve the sales culture.

Use new content to build an efficient onboarding processes for new sales reps.



#### Challenge

Salespeople busy but not effective.

Good sales reps join but then leave with underperformers staying.

Onboarding takes up too much management time and takes too long.



#### Solution

Online learning portal with bespoke content.

Documented Learning paths across the sales unit.

Automated processes for onboarding.



#### How it works

Bespoke planning specific to your organization.

Change management strategies included to drive adoption.

Structure and process to sales management and coaching.

# Sales Coaching



## Pipeline Coaching

We facilitate bi-weekly pipeline coaching based around your teams sales pipeline. The agenda can include everything from how to fill your sales pipeline through to how to close deals in your pipeline.

- First and third week of every month
- 100% Pipeline focused
- Facilitated peer learning

## 121 Sales Coaching

We provide individual sales coaching sessions for each sales rep on the programme. We encourage your team leaders and managers to “sit in” on each session so they can learn how to coach in our absence.

The coaching sessions are built around each individuals 90-day Sales Action Plan. If your organization is not yet using 90 day plans we can help you implement these.

- Dedicated one on one time every month for Reps
- Structured coaching process
- Coach the coach training

## SALES TRAINING

### Sales Topics

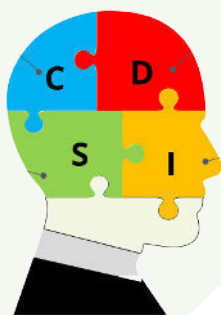
- Sales Fundamentals
- SaaS Sales Training (SDR & AE's)
- Consultative Selling skills
- Key Account Management
- B2B Lead Generation
- Telesales training
- Sales Management & Leadership
- Enterprise Sales Training



### Sales Skills

- Handling stalls & objections
- Controlling the sales conversation
- Advanced questioning skills
- Referrals & Testimonials
- Online presentation skills
- Social Selling
- Building relationships
- Value creation
- Advanced questioning skills
- Cross selling & upselling
- Dealing with difficult customers
- Negotiating skills
- Whiteboard selling

# DISC Testing



DISC is a simple but highly effective communication model that helps sales people understand the best way to communicate with both prospects and customers.

In addition, DISC is a great tool to identify areas of personal development that can improve the communication and performance of salespeople.

Every human being has a preferred style of behaviours that predominantly fall into one of four categories: **D**ominance, **I**nfluence, **S**teadiness or **C**ompliance.

It's essential to assess and educate people with a framework such as DISC to help them appreciate individual differences, diversity and how distinct communication styles can be.

Your personal DISC report is emailed within 15 minutes of completion of your test.

Multiple assessments and additional training and coaching are available to support you after your assessments.

**BOOK YOUR TESTS HERE**  
[klozers.com/disc-assessment-online](https://klozers.com/disc-assessment-online)

## USING DISC FOR RECRUITMENT

The cost of a bad hire in sales can be very expensive. In addition to wages and expenses companies with a high turn over of staff experience a reduction in their brand value and can lose market share to competitors.

Many companies have found DISC to be an invaluable part of their recruitment process. In recruitment, DISC assessments are primarily used in three different ways:

### 1. Pre-screening of candidates.

Many of our clients use DISC as part of the final screening process to evaluate the short listed candidates.

### 2. Interview Process.

DISC can help interview panels develop targeted questions around areas they believe may make the candidate a good fit for any role.

### 3. Onboard & Ongoing Training

It's essential for any new employee to get off to a good start and DISC helps them identify their personal strengths and weaknesses so they can improve where necessary. The assessments also show salespeople and other employees where and how they fit in the wider team.

The test is a series of multiple choice questions and takes about 12 minutes to complete. Your DISC reports include 18 pages of simple and practical advice on how to get the most from DISC in your every day sales life and your home life.



# Training Simulations



## Discover the power of training simulations and transform your team, and your results.

Our games are designed to help organisations improve their sales, customer satisfaction scores, reduce customer churn and ultimately transform their customer experience. By simulating real-life customer service scenarios, our games provide companies with real insights into their sales and customer service systems and processes, while providing employees with the skills and knowledge they need to excel in their roles and deliver exceptional service to customers.

Our games are facilitated by experienced team leaders who customise each game to the needs of your business and your people. We currently offer three games based on:

1. Building and Scaling a SaaS organisation
2. Customer Service Transformation
3. Sales and Marketing Growth

What sets our games apart are from traditional training solutions are they are both fun and engaging in nature. Employees love playing the games and immediately go from passive to interacting with both the game and their colleagues. In addition to the specific learning objectives that we would work with you to identify in advance, every game improves team building, team culture and performance.

In addition to winning the hearts and minds of participants, Organisations leave our training simulations with clear roadmaps with actions to make ongoing improvements to their business.

**So why wait? Transform your organisation's sales and customer service culture and performance with our training simulations.**

# Delivery options

Our clients are typically like us and growing fast in both their domestic and international markets. This inevitably means they often have salespeople working remotely from their main office locations. Bringing salespeople together to deliver any form of sales training can be expensive and time consuming. In order to fit the demands of our clients our sales training and coaching is delivered via:



## IN-PERSON TRAINING

Live face to face person training still forms the core of our training business and our interactive workshops continue to be ever popular.



## ONLINE TRAINING

Since the early days of the lockdowns we have invested in our online offering and transformed traditional presentation based training into interactive online workshops.



## HYBRID TRAINING

Our most popular delivery model includes a 1 day in-person training workshop followed up by online training to help our clients implement and perfect what they learn in class.



## LEARNING CONTENT

Gone are the days of delivering generic sales training content. Each of our clients are unique and we invest heavily in time ahead of each project, to customise the content to each situation. All our training is designed to be aligned with your organisations goals and strategy. Where possible we work with our clients to use the OKR business goal setting process to frame the training and ensure we deliver measurable results.

Once the learning objectives and business goals have been agreed we focus on Work Based Learning which minimises classroom time and maximises time spent doing. For example, we can work with your team to design a new sales campaign and then train and coach the salespeople on how to execute the campaign. These campaigns are great because people learn by doing and they are great way to measure the impact of the training.

# Client experiences

"I attended a Klozers Sales Training course on Consultative Selling Skills recently and it was definitely the best two days of training I have ever had – in fact, anyone who knows me has heard me raving about it ever since!"



**Cheryl Philipson, Business Development Director – Difference Corporation**

"I never really enjoyed sales and selling until I did some training with Klozers. If you're wondering about the investment and if it's worth it, I can only share my experience. Of the many strategies and techniques I learned, every single one was relevant, however, one strategy in particular on negotiation has earned our business over £100k every year. This stuff just works."



**William Fairhurst, Managing Director – ECS (Comms World Group)**

We have been blown away by the breadth of knowledge and depth of experience that Iain and the team have been able to share with us. The coaching on effective approaches for strategic sales solutions has also been delivered in such an accessible way for a predominantly technical team here at Teamfolio. We have a great foundation to build our sales strategy on now. What really surprised us is how much more fun it has been than we first expected!



**Rick Campbell, Founder & CEO - Teamfolio**

"All the sales 'Training' I have had up to Klozers has been just that - 'Training'. What Klozers offer is transferable from class-room to board-room is to develop an understanding of the business I work in and apply proven techniques that will work. I now refer to this as Sales Coaching, which for me is very different to training. Iain is a great Coach and I learn from every session we have together."



**Nik Hood, Key Accounts Director – Superglass (TechnoNicol Group)**

A fantastic learning experience. Klozers has supported our sales team for several months, not just during the original presentation. This gave me the opportunity to take away several learning ideas and implement them, with numerous opportunities to go back and discuss my victories and wins in more detail, whilst supporting me in turning losses into success and delivering measurable results. This made the course personal to me and my individual needs. Using the skills I have completely re-vamped my approach to clients with positive results already evidenced.



**Amanda Jukes, Business Development Manager – Spirit Healthcare**

"At the start of the project we were 11.46% behind our Annual Sales Target and we ended 0.14% ahead of target - that's an overall improvement of 11.6% in 90 days."



**Mike Glaire, MD – ETCV**

# Don't buy sales training, buy **results**



**JOIN US NOW AT [WWW.KLOZERS.COM](http://WWW.KLOZERS.COM)**

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