GYROSCOPE INTERNATIONAL

Supplier Referencing Pack

Your international partner for sustainably transforming sales performance — consulting, training, coaching and AI-enabled practice in 40+ countries.

For Procurement, Global Learning & Development and Commercial Effectiveness leaders · October 2026



AT A GLANCE

One supplier, senior experts in every market

Gyroscope International is an integrated group of sales performance providers that designs and delivers multi-country sales transformation programmes under one governance.

40+
countries in the group

~140
senior consultants and coaches

5
continents covered

1
framework agreement for all countries

What we do

Sales consulting, training, manager coaching, digital learning and AI-enabled practice.

Who we serve

International B2B, B2PS, B2B2C and B2C sales organisations, from regional units to global account teams.

How we work

Central programme design and governance, delivered locally in the client's languages.

LEADERSHIP

Led by five senior sales performance experts



Richard Higham

Chairman · UK

- Co-founder, Gyroscope
- Founder, SalesFitness Group
- Founding Fellow, Institute of Sales Professionals
- 26 years at Mercuri, Partner & Global Practice Leader
- MA, Cambridge



Ioana Pielescu

Director · Romania

- Co-founder, Gyroscope
- Managing Partner, Qipa, since 2003
- Leadership, change and sales coach
- Accredited EI consultant



Eric Kircher

Director · Spain

- GM, Lead Your Market, since 2009
- Ex-Partner, Mercuri; GM Spain
- Certified Master Coach
- Sales management expert



Mark Rutjes

Director · Netherlands

- Founder, markmywords, since 2006
- Founder, Salestest.nl assessments
- Interim Commercial Director
- Sales hiring and acceleration



Jean-Pierre Morlière

Director · France

- Co-founder, Gyroscope
- President, Qwantiq, since 2014
- Co-founder, Skeells AI platform
- 5 Action Co sales training awards

Each director also leads an established sales performance firm in their home market

PART A

For Sales, L&D and Commercial Effectiveness leaders

What we solve, how we deliver across countries, and the results our clients have achieved.

WHY GYROSCOPE

Three problems global sales organisations bring us

01

International consistency

Each market develops its own sales language and standards. We build a common commercial backbone: shared principles, terminology and execution expectations.

02

Local relevance

Buying behaviours, languages and sales maturity differ by country. Global programme design is delivered and adapted by local experts.

03

Measurable field impact

Training only creates value when behaviour changes in front of customers. We track observable behaviours and commercial indicators, not attendance.

Structured programme management Stakeholder alignment, coordinated local delivery, milestone tracking and reporting secure complex multi-country rollouts.

WHEN TO INVOLVE US

When sales capability becomes a strategic issue

International rollout

Deploy one sales approach across several countries without losing local relevance.

Sales transformation

Change how teams prepare, qualify, communicate value, negotiate and close.

Business development acceleration

Turn growth ambition into consistent prospecting, first meetings and conversion.

Value selling and complex deals

Move from product-led conversations to value-led opportunity strategy.

TYPICAL TRIGGER POINTS

New sales strategy · International rollout · Acquisition integration · New value proposition · Underperforming pipeline · Margin pressure · Inconsistent execution · Manager coaching gap · Need to prove training impact

SOLUTIONS

Five modular solution domains

Domain	Purpose	Typical topics
Sales capability	Better customer conversations, higher conversion	Prospecting, discovery, value communication, objections, negotiation, closing
Accounts and deals	Grow priority accounts, progress strategic deals	Key account management, complex sales, pipeline and deal progression
Distribution	Sell through third parties	Sell-out, joint selling, account management and sales capability applied to partners
Sales management	Managers who reinforce and coach in the field	Sales leadership, manager as coach, performance rhythms, field coaching
Digital, AI and reinforcement	Learning that continues beyond the workshop	Digital learning, AI role-play, simulations, assessments, sales diagnostics

FORMATS Face-to-face · Live virtual · Digital learning · Hybrid learning · Field coaching · Sector-specific programmes

TRAINING CATALOGUE · 1 OF 3

Sales skills

Course	Participants learn to
Prospecting and winning new customers	Target, reach out, secure first meetings and convert
First contact and appointment setting	Open conversations that earn the next meeting
Discovery and needs analysis	Question, listen and reformulate before arguing
Value selling and insight selling	Build the business case and differentiate on value
Presenting and demonstrating with impact	Deliver presentations and demos that move decisions
Objection handling and closing	Handle resistance and secure clear next steps
Hybrid selling	Sell with equal impact face-to-face and on video
Social selling and telesales	Use LinkedIn and the phone to create opportunities

Modules from half a day to two days, tailored to each client's channels and context

TRAINING CATALOGUE · 2 OF 3

Key accounts, complex deals and negotiation

Course	Participants learn to
Key account management	Build account plans, map stakeholders and grow priority accounts
Complex sales and influence	Lead multi-stakeholder deals and influence buying centres
Opportunity and pipeline management	Qualify, progress and forecast deals with discipline
Price negotiation	Defend price, trade concessions and protect margin
Growing share of wallet	Cross-sell, upsell and optimise the product mix
Channel and distributor development	Animate resellers, partners and distribution networks
Territory and activity management	Organise territory coverage and commercial activity
Building trust	Accelerate and manage trust in a changing world

Modules from half a day to two days, tailored to each client's channels and context

TRAINING CATALOGUE · 3 OF 3

Sales management and customer relations

Course	Participants learn to
Leading a sales team	Set direction, adapt leadership style, drive results
Manager as coach	Observe in the field, debrief and prescribe micro-actions
Developing salespeople's skills	Use assessments to build individual development plans
Sales meetings and performance rhythms	Run reviews and meetings that change behaviour
Onboarding new salespeople	Get new hires productive faster
Motivating and retaining sales talent	Engage, recognise and keep top performers
Customer service excellence	Deliver premium service, handle complaints, sell services
Emotional intelligence in sales	Read and manage emotions in customer interactions

Modules from half a day to two days, tailored to each client's channels and context

LEARNING FORMATS

Eight formats, combined into one learning journey

Face-to-face workshops

Interactive, practice-led, on client cases

Live virtual classes

Short sessions across time zones

Hybrid journeys

Digital, live and field steps in sequence

Digital learning

E-learning modules, SPOC and MOOC

AI role-play practice

Unlimited rehearsal with instant feedback

Business simulations

Immersive, sector-specific scenarios

Field coaching

By our coaches and trained managers

Assessments

Skills diagnostics before and after

METHODOLOGY

A six-step journey from diagnosis to measurement

1
Diagnose
Issues, gaps and priorities

2
Design / Adapt
Tailored programme

3
Train
Methods and behaviours

4
Practise
Realistic application, incl. AI role-play

5
Coach
Manager-led field feedback

6
Measure
Lasting, visible results

WHAT WE MEASURE

Decision	Execution	Transfer	Business impact
Better sales decisions	Observed behaviours	Field routines in place	Pipeline, win rate, revenue

DIGITAL AND AI REINFORCEMENT

Learning that continues after the workshop

Sales Performance Platform

Structured digital learning, programme management, reinforcement and analytics at scale.

Skeells Train and Coach

AI role-play to multiply practice; field coaching app with micro-actions and skills dashboards for managers.

PharmaSim

Immersive sales simulations for pharmaceutical, healthcare and life sciences environments.

The consultant remains the architect of the methodology. Technology multiplies practice and makes progress visible to leadership.

MULTI-COUNTRY DELIVERY MODEL

Central governance, local delivery

CLIENT

Global sponsor

Procurement, Global L&D, Sales Excellence. One contact, one contract.

CENTRAL

Gyroscope programme office

- Global standard and programme design
- Executive Sponsor who oversees the relationship
- Consultant selection and briefing
- Milestones and stakeholder reporting
- Quality follow-up and adjustment

Country team A
Local language delivery

Country team B
Market adaptation

Country team C
Field coaching

What this means for you: programme design, governance and reporting stay central, while local experts handle adaptation, delivery and adoption.

WHERE WE ARE PRESENT

40+ countries and markets, five regions

Europe

Austria
Croatia
Czechia
Denmark
Finland
France
Germany
Hungary
Ireland
Italy
United Kingdom
Netherlands
Norway
Poland
Romania
Serbia
Slovakia
Spain
Sweden
Turkey
Ukraine

Asia

China
Hong Kong
India
Indonesia
Japan
Malaysia
Philippines
Singapore
South Korea
Thailand
Vietnam

Americas

Brazil
Canada
Mexico
United States

Africa

Ghana
Mozambique
Nigeria
South Africa

Oceania

Australia

Coverage as at 17 October 2026, continually expanding; availability confirmed per assignment

DELIVERY LANGUAGES

Training delivered in your teams' own language

English · French · German · Spanish · Italian · Dutch · Polish · Mandarin Chinese · Swedish · Norwegian · Danish · Finnish · Czech · Slovak · Hungarian · Romanian · Croatian · Serbian · Ukrainian · Russian · Turkish · Portuguese · Cantonese · Japanese · Korean · Hindi · Tamil · Indonesian · Malay · Thai · Vietnamese · Filipino · Afrikaans · Twi / Akan · Hausa

Native-speaking trainers

Local consultants deliver in their own language and culture.

One programme language

Coordination and reporting in English or French.

Localised materials

Translation and adaptation scoped per programme.

Dark: most frequently requested · consultant suitability confirmed per programme

SECTOR EXPERTISE

Experts who know your industry's buying reality

Health & Life Sciences

Medtech · hospitals, clinicians, buyers

Pharma · field forces, key accounts

Life sciences · labs, scientific customers

Animal health · vets, farmers, distributors

Services

Banking, insurance · advisory selling

Investment, fintech · trust-based selling

Professional and business services · selling intangibles

Environment

Construction, development · specifiers, contractors

Building materials · distributors, installers

Distribution and services · multi-channel networks

Industry

Manufacturing, engineering · technical sales

Defence · long-cycle programmes

Technology · SaaS and solution selling

Automotive · dealers, B2B fleets

Sector experts
Operational experience, led by sector champions

Adapted methods
Cases and role-plays built on your customers

Sector tools
Sector AI role-plays and simulations

CASE STUDY · GLOBAL FLOORING MANUFACTURER

An assessment-led sales transformation

Challenge

Strong individual practices, not shared across three sales channels. Managers uneven in coaching posture.

Approach

Individual assessment, manager debrief, channel-specific fundamentals, 2–3 targeted modules per person, field coaching and skills dashboards.

Why it travels

Designed as a replicable model for other countries of the group.

94
salespeople assessed

~100
salespeople trained

15
managers in coaching follow-up

10
consultants mobilised

Outcome: training decisions moved from intuition to evidence, and leadership sees field adoption — not just post-training satisfaction.

CASE STUDY · INTERNATIONAL MEDTECH BUSINESS UNIT

Progressing complex deals across 15 countries

128

live virtual sessions, coordinated centrally and delivered across 15 countries

200+

action plans built on major live opportunities

+$2M

contribution above the business unit's target

Challenge

Advance large, multi-country opportunities that needed coordinated execution and stakeholder alignment.

Approach

Opportunity-focused virtual workshops, one shared method, local follow-up of each action plan.

RESULTS

Measured outcomes from client programmes

+55%
Prospecting calls
Prospecting programme

+36%
First meetings
Prospecting programme

+45%
Opportunities
Prospecting programme

+250%
New customers
Prospecting programme

€12M
Revenue growth
From 4 international key accounts

×2+
Key account order book
From under €500k to over €1M

+$2M
Above target
Multi-country medtech programme

Client references
Available on request, subject to client approval

PART B

For Procurement

Supplier profile, contracting model, quality governance, commercial framework and compliance.

SUPPLIER PROFILE

Supplier identification

Item	Details
Supplier name	Gyroscope International Limited
Contracting entity	Gyroscope International Limited, registered in England no. 13321192 (8 April 2021)
Registered office	3 Startforth Road, Riverside Park, Middlesbrough TS2 1PT, United Kingdom
Identifiers	VAT GB388 7467 25 · D-U-N-S 227859171
Category	Professional services: sales consulting, training and coaching
Geographic coverage	40+ countries and markets across 5 continents
Delivery languages	33+ languages
Invoicing currencies	EUR, GBP; others by agreement
Referencing contact	Jean-Pierre Morlière, Director · jpmorliere@gyroscopeinternational.com · +33 6 38 37 77 07
Administration contact	Emma Fox · emma.fox@gyroscopeinternational.com

HOW WE CONTRACT

One framework agreement, every country

Client
Purchase order per assignment

→

Gyroscope
Contracting entity, nominated Programme Manager and Executive Sponsor

→

Gyroscope consultant
Local delivery

- ✓ One framework agreement before the first project
- ✓ Pricing and invoicing global, regional or local, by agreement
- ✓ You may interview proposed consultants before confirming
- ✓ Each assignment confirmed by a Statement of Work: scope, country, consultant, dates, days, rate, cancellation and payment terms
- ✓ Gyroscope consultants remain independent from your business, with no employee status
- ✓ Local tax or regulatory specifics agreed in writing before delivery

QUALITY GOVERNANCE

How we guarantee quality across the group

01

Selection

Senior practitioners only. Application, interview with Gyroscope directors, then onboarding.

02

Matching

Consultants proposed on profile, sector, language and country. Client interview before confirmation.

03

Standards

Shared methodology, central briefing, milestone tracking and stakeholder reporting.

04

Remediation

Concerns handled promptly, with escalation to the Executive Sponsor.

Client materials remain client property and are shared only with consultants on the assignment, under confidentiality. Gyroscope IP remains with Gyroscope and is licensed to the client.

COMMERCIAL FRAMEWORK

Transparent, flexible pricing

Item	Standard terms
International pricing	Global, regional or country-by-country, by agreement
Basis	Fixed price calculated on time and activity type (pricing matrix)
Rate card	Per country, excluding VAT, provided on request
Hourly and remote	Hourly = 1/8 of the daily rate; half-day and remote rules in the rate card
Project management	International projects include a time allocation for project management
Design and localisation	Substantial design, adaptation or translation quoted separately
Travel and expenses	At actual reasonable cost, approved in advance
Cancellation	Terms set in the framework agreement, at agreed break points
Invoicing	50% on signing, 30% at the agreed midpoint, 20% on completion; other models by agreement
Payment terms	30 days from invoice date
Performance payment	Open to shared risk and reward models

COMPLIANCE AND DOCUMENTATION

Ready for your supplier onboarding

Area	What we provide	Available
Confidentiality	Confidentiality clause in the framework agreement; NDA on request	Draft NDA
Intellectual property	Client materials stay with the client; Gyroscope materials stay with Gyroscope and are licensed to the client; joint development by agreement	Terms and Conditions
Data protection	GDPR; UK ICO registration ZB329324; data processing terms in framework agreement and SOW	Certificate for inspection
Digital tools	Hosting location and security of learning platforms, per solution	Documents for inspection
Insurance	Hiscox: professional indemnity £2M, public liability £2M, cyber, D&O, corporate legal liability	Certificates for inspection
Policies	Data, anti-bribery, anti-money-laundering, modern slavery, human rights, health and safety, environment	Published policy collection
Sustainability	Policies validated by IntegrityNext, 11 May 2026	Public IntegrityNext profile

NEXT STEPS

From referencing to measured impact

1

Qualification call

Your priorities, countries and categories

2

Supplier onboarding

Your forms and compliance documents

3

Framework agreement

Pricing and standard terms

4

Pilot

One country or team

5

Scale

Roll out across your footprint

6

Measure the impact

Behaviours and business results

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