The Sales Performance Platform

Ten Steps to Sales Success

Make selling easier, more effective, and more enjoyable

Why?

A practical response to the pressures of modern selling

Improving sales performance by even 5% can have a significant impact on individual earnings, team results, revenue, and profit. Yet traditional training has a limited shelf life: it is all too easy for people to forget what they learned before they put it into practice.

Measurable RoI

Even a modest performance uplift can materially improve revenue and earnings.

Flexible timing

Short learning bursts fit around customer work and make development easier to sustain.

Ten Steps to Sales Success offers a faster, more flexible way to build selling skills—and helps people turn learning into confident action.

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WHAT?

A complete programme for succeeding in modern B2B sales

Ten Steps to Sales Success is a practical, end-to-end programme for succeeding in modern B2B sales. It guides salespeople through every stage of the customer journey—from preparing for the sales call and creating trust to understanding needs, developing value-led solutions, handling objections, managing price, and gaining commitment.

Combining proven frameworks, bite-sized learning, realistic practice, and workplace action, Ten Steps turns knowledge into confident, consistent performance.

HOW?

Flexible learning, practical application, and realistic practice

Spend around 1–2 hours on each course, ideally spread over one or two weeks, so a 3-6 month programme. Choose a rhythm that works for you: set aside a regular block of time—perhaps an hour every Friday afternoon—or learn for ten minutes on your mobile whenever you have a moment.

WHAT IF

Turn learning into better customer and commercial outcomes

If you apply what you learn from Ten Steps, you can expect better customer conversations, stronger value propositions, greater confidence, higher conversion rates, and more sustainable sales growth Our RoI calculator will walk you through how much payback you can expect and when..

A simple learning cycle

01

WATCH

a short, focused video—typically 3–5 minutes

02

ACT

on the suggested micro-action in a real customer situation

03

READ

a concise MicroLearn, or download it for later reference

04

PRACTISE

through an AI-enabled session in a realistic selling scenario

05

CHECK

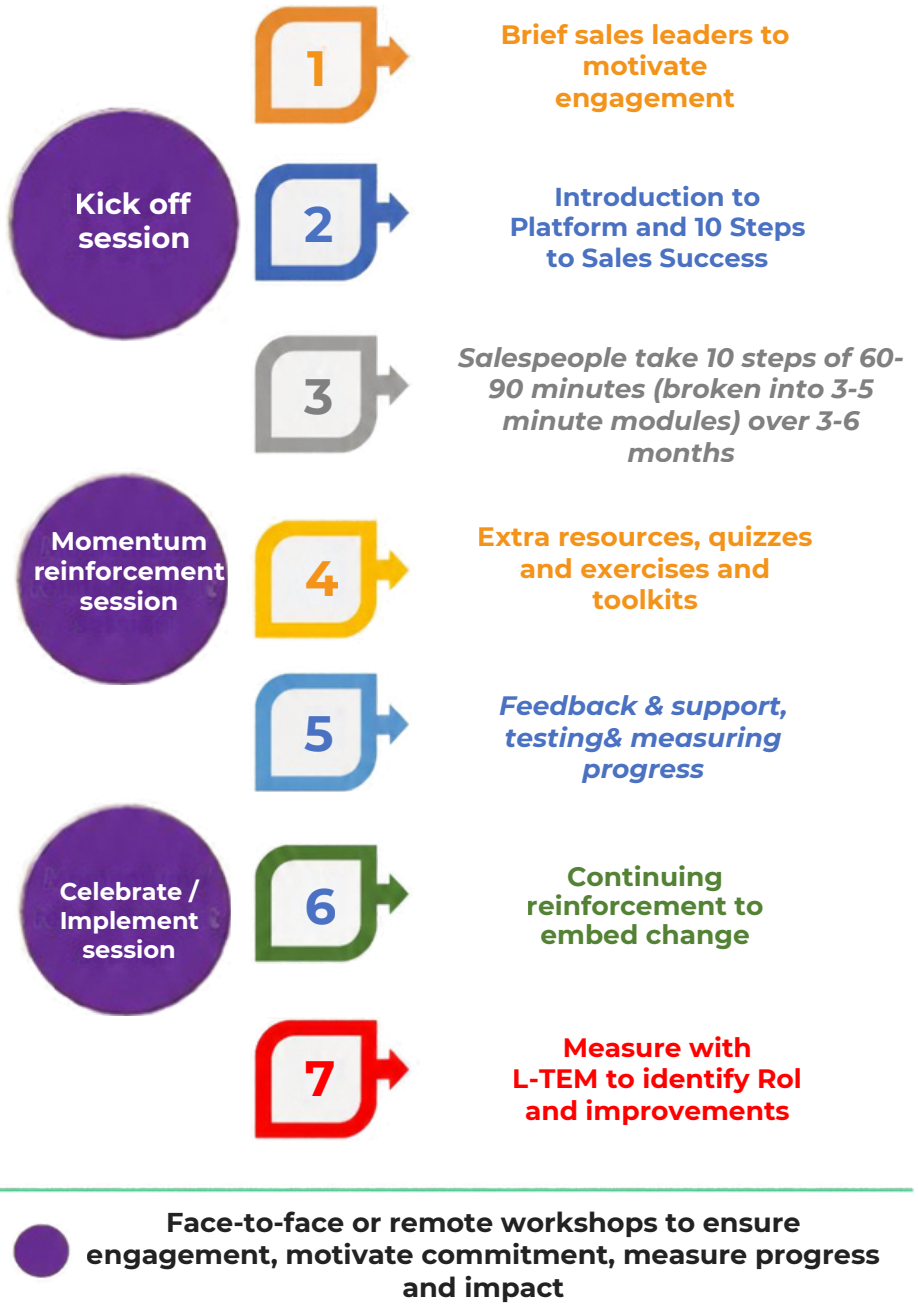
your understanding with a short quiz and focused feedback

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The Ten Steps pathway

STEP	COURSE	WHAT IT DEVELOPS
1	**A changing sales world**	Understand how customers, competition, technology, sustainability, and the commercial environment are reshaping B2B sales and what it means for sellers.
2	**The three levers of sales success**	Improve results through Activity, Concentration of Effort, and Effectiveness—our ACE framework.
3	**Before you meet**	Prepare well, focus on the right opportunities, research effectively, and approach every customer conversation with purpose. Make appointments more effectively and more efficiently.
4	**Build trust and rapport**	Create openness, credibility, and the confidence customers need before they will explore change. Keys to managing and accelerating trust.
5	**Ascertain and agree**	Ask, listen, summarise, and agree what the customer really needs and why it matters. Build and refine your questioning skills to get below the surface and identify issues competitors will miss.
6	**Analyse**	Shape the right offer, consider the customer and competitors, price intelligently, and build the business case.
7	**Answer**	Present a clear, differentiated, value-led solution that connects directly to the customer's priorities. Develop skills to present effectively and make a compelling case.
8	**Align: concerns**	Handle questions, concerns, barriers and objections constructively, uncover the real issue, and preserve trust. Use this to motivate commitment.
9	**Align: price**	Manage price pressure, defend value, protect margin, and avoid unnecessary discounting.
10	**Align: commitment**	Help the customer make a confident decision and agree clear, mutual next steps.

Typical project plan: 10 Steps to Sales Success



10 Steps to Sales Success can be delivered as a stand-alone digital learning programme but it is at its best when it is supported by in-person ofr remote sessions>

Session 1: Kick off to engage learners, anser questions and set expectations.
Session 2: Interim workshop to keep up the momentum, celbrate successes, overcome barriers and motivate application
Session 3: celebrate completion and success stories, drive ongoing implementation and coaching, measure effect

Measurable payback

Based on our experience, a participant who engages with and applies the learning can reasonably aim for at least a

10%

improvement in sales performance. Many will achieve considerably more. The precise result will depend on the starting point, market conditions, opportunity flow, and—above all—consistent application. Our RoI calculator will identify the predicted payback for your situation.



10 steps to Sales Success



WHAT NEXT?

Talk to us about how Ten Steps to Sales Success could improve sales performance for you, your team, or your wider organisation.
sayhello@salesfitnessgroup.co.uk

ENROL NOW