The Sales Gym Methodology™

Out of the classroom. Into live opportunities.

A behaviour-change system for sustained commercial performance

WHAT IT IS

The Sales Gym Methodology™ is a practical, modular sales-development program built around nine commercial disciplines. It strengthens the human skills, judgement and behaviours sales professionals need to create customer-led momentum and progress real opportunities.



THE SALES FITNESS CYCLE

Real work. Purposeful reflection. One behaviour to strengthen and repeat.



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It works inside the sales processes, tools and system already in place.

The focus is transfer, application and sustained behaviour change



1 TRANSFER



Practical, relevant learning that connects to your processes, tools and real-world scenarios.

2 APPLICATION



Apply new skills in the flow of work with practice, coaching and feedback inside your environment.

3 SUSTAINED BEHAVIOUR CHANGE



New behaviours become habits that drive better conversations, stronger pipeline and results.

Progress is tracked through agreed behavioural and commercial indicators, manager observation and Sales Gym Micro Actions - providing insight to focus coaching and strengthen performance over time.

MEASUREMENT, INSIGHTS & CONTINUOUS IMPROVEMENT

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CORE COMMERCIAL DISCIPLINES

Nine Sales Gym workouts. Use and combine them according to what the situation requires; they are not stages of a sales process.

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Stay Curious

0



Earn Trust

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See It Clearly

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Understand Their World

0



Explore Value

0



Create Customer-Led Momentum

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Widen the Lens

0



Open Up New Thinking

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Earn Meaningful Commitment

HOW IT WORKS

Small groups work through short, high-energy, typicallyvirtual sessions - applying each workout to live opportunities, reflecting on the results and strengthing the behaviour through feedback, coaching and repetition.



FOCUSED LEARNING

Short, high-energy virtual sessions in small cohorts.

DELIBERATE PRACTICE

Real opportunities, practice, feedback, reflection and repetition.

SALES GYM MICRO ACTIONS

Small, deliberate behaviours practiced in real sales situations.

MANAGER COACHING

Managers coach behaviours, application and accountability.

WHEN IT HELPS

Training is not transferring into behaviour

Managers are not reinforcing learning

Busy opportunities show too little customer-led momentum

International teams need consistency without another sales methodology

GYROSCOPE INTERNATIONAL

Consistent methodology. Local language, market understanding and cultural relevance.

The Sales Gym Methodology™ is delivered internationally through Gyroscope's experienced affiliates.

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