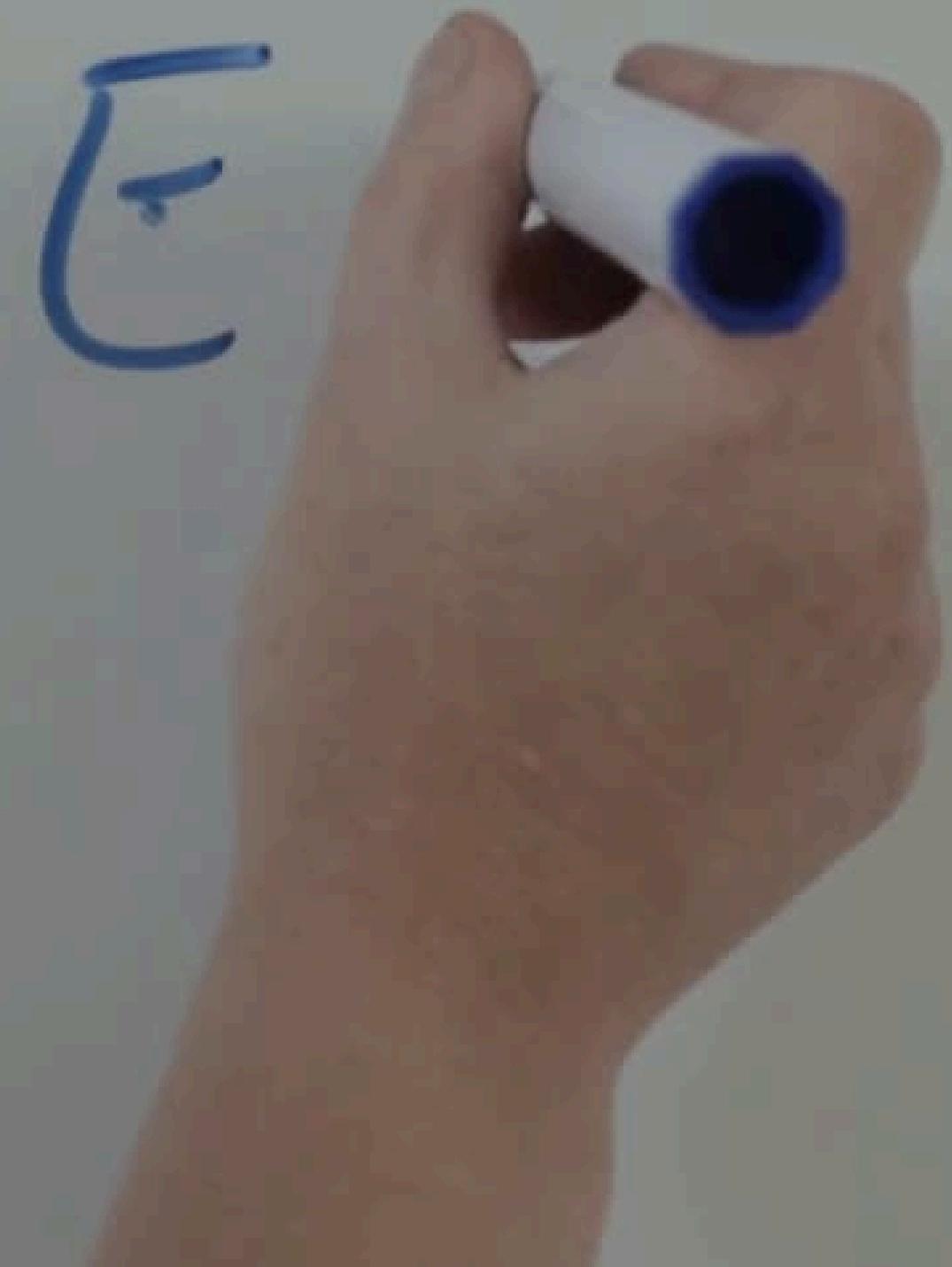


Introducing Digital Sales Transformation with

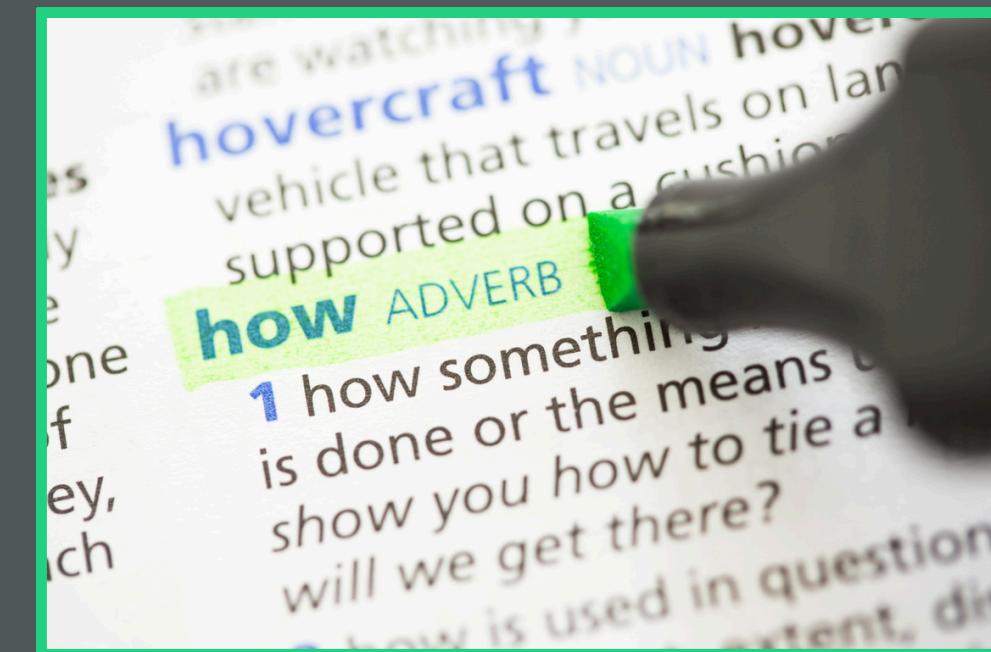
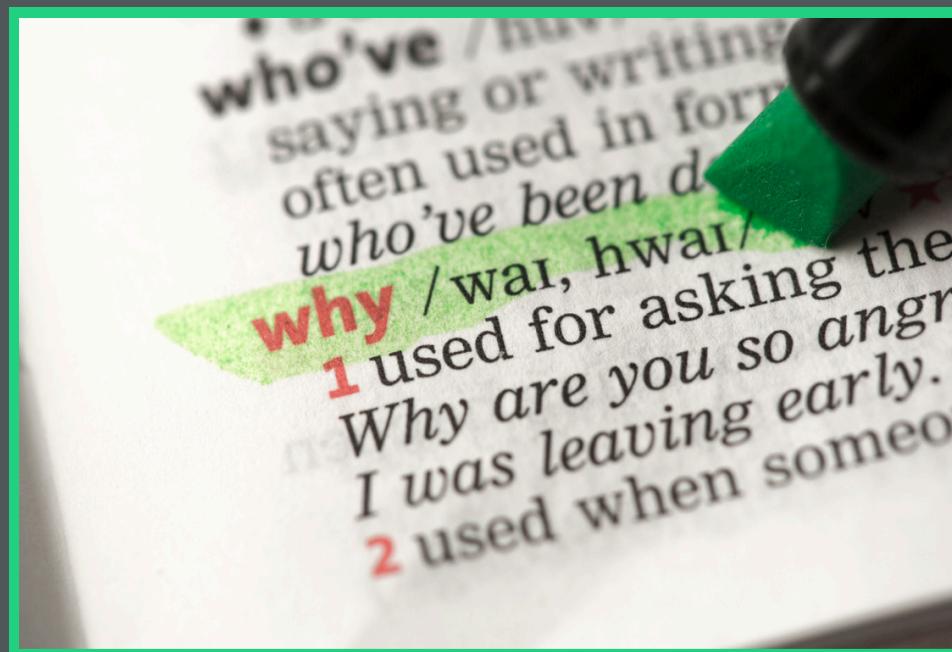


December 2025

SAUÉ



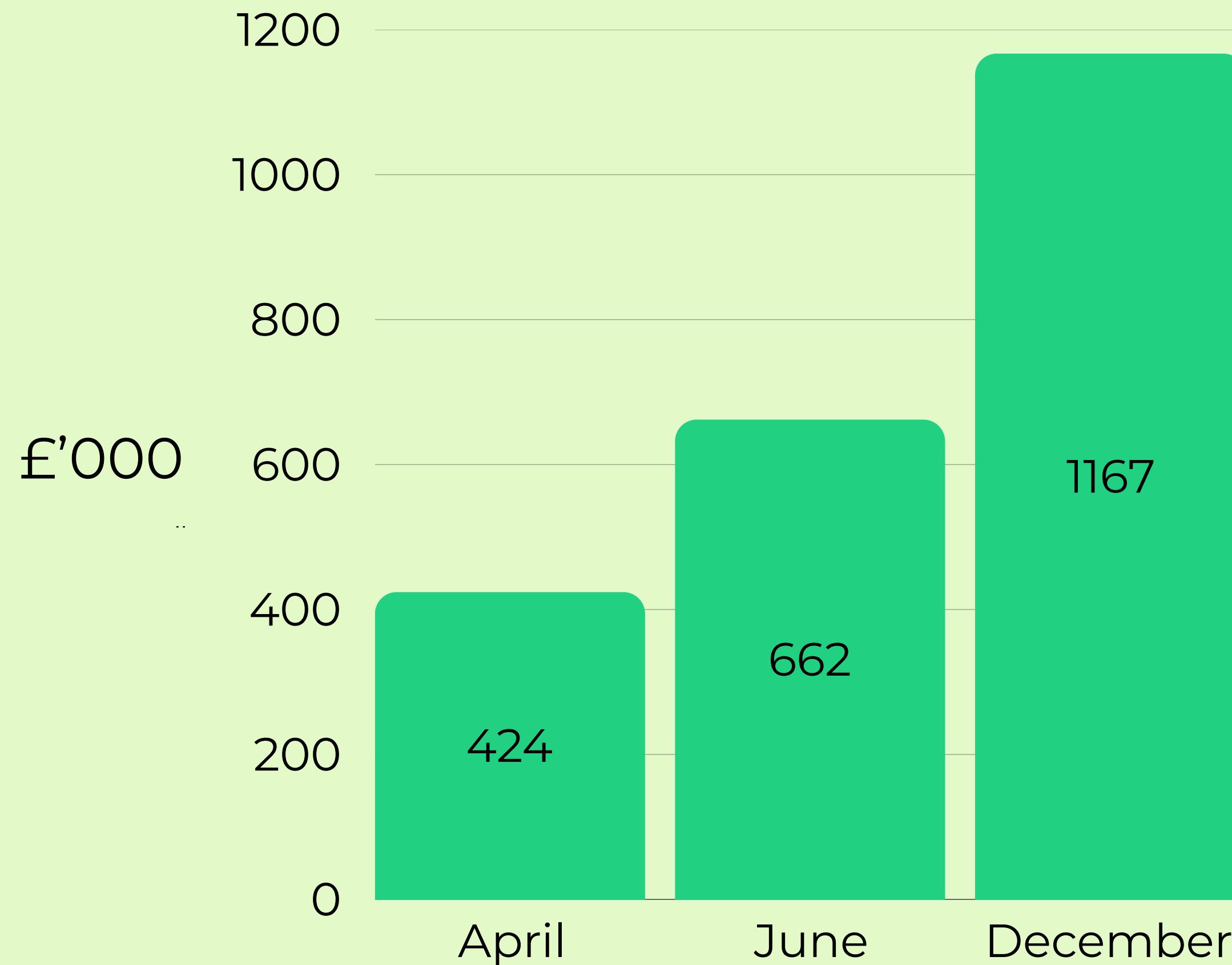
Three key questions



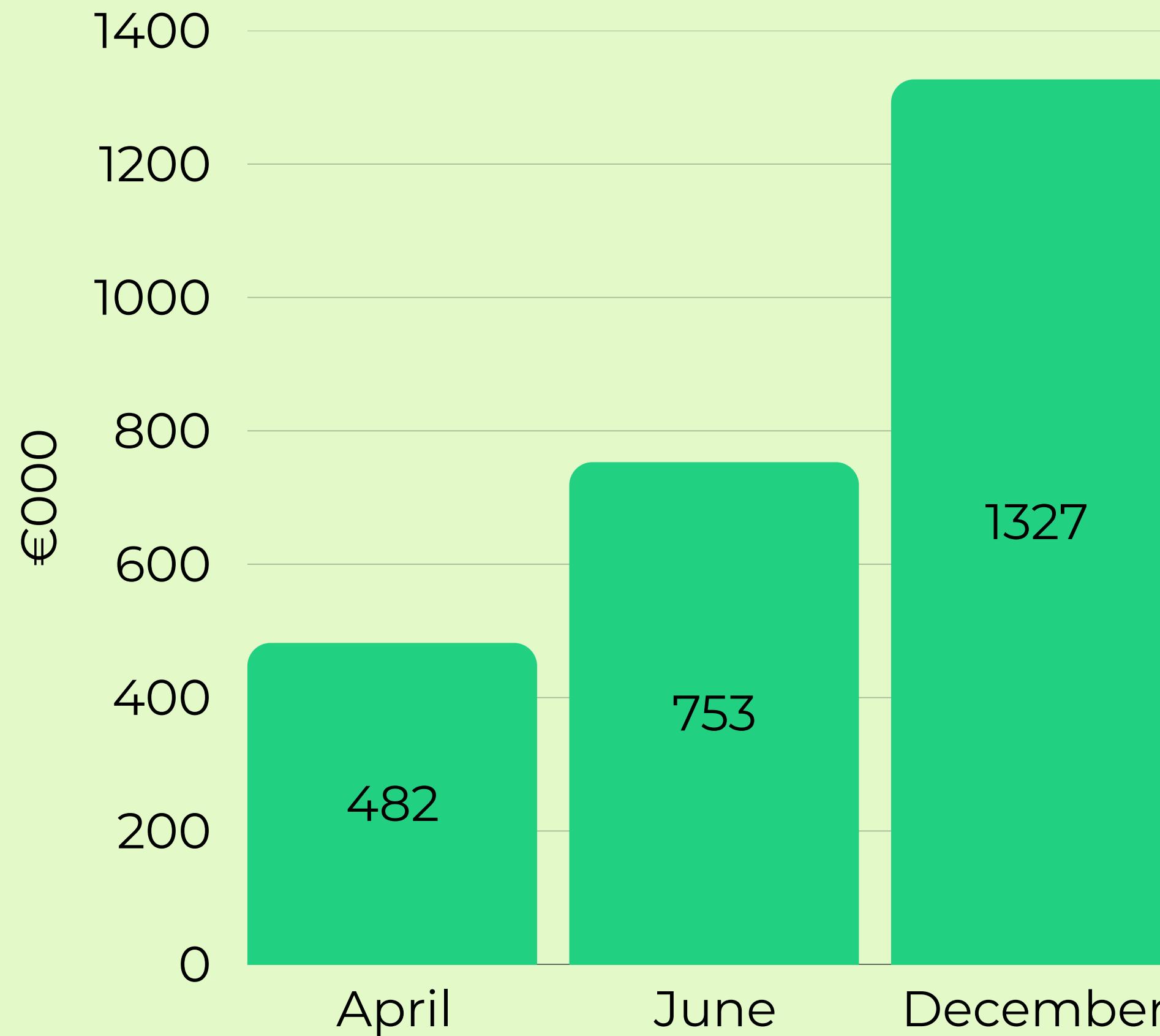
A rapidly and radically changing sales world needs a changed approach. We harness the best of innovation and established techniques to make your selling easier, more effective and more enjoyable

Our core competence is international selling in a changing world. We have delivered significant, measurable results through our hybrid approach to value selling; strategic account growth; core selling skills; coaching for success

Stand-alone sales training events often have limited impact. Online learning has delivered less than it promised. Hybrid learning for hybrid selling is delivering results for forward looking businesses. We bring coaching and training together through the best new technologies making the most of the human and the digital



Increase in value of 12 month order book.
Hybrid sales transformation project
Manufacturing



Increase in value of 12 month order book.
Hybrid sales transformation project
Manufacturing

Training
Investment

£99,000

Training
Investment
+ on-costs

£173,250

Attributed
increase in
net sales

£1,047,000

RoI on
external
investment

£10:1

RoI on
gross
investment

£6:1

30 people trained
15 examples of direct
link between changed
actions attributed to
training and
incremental sales

Training
Investment

€112,500

Training
Investment
+ on-costs

€197,000

Attributed
increase in
net sales

€1,190,000

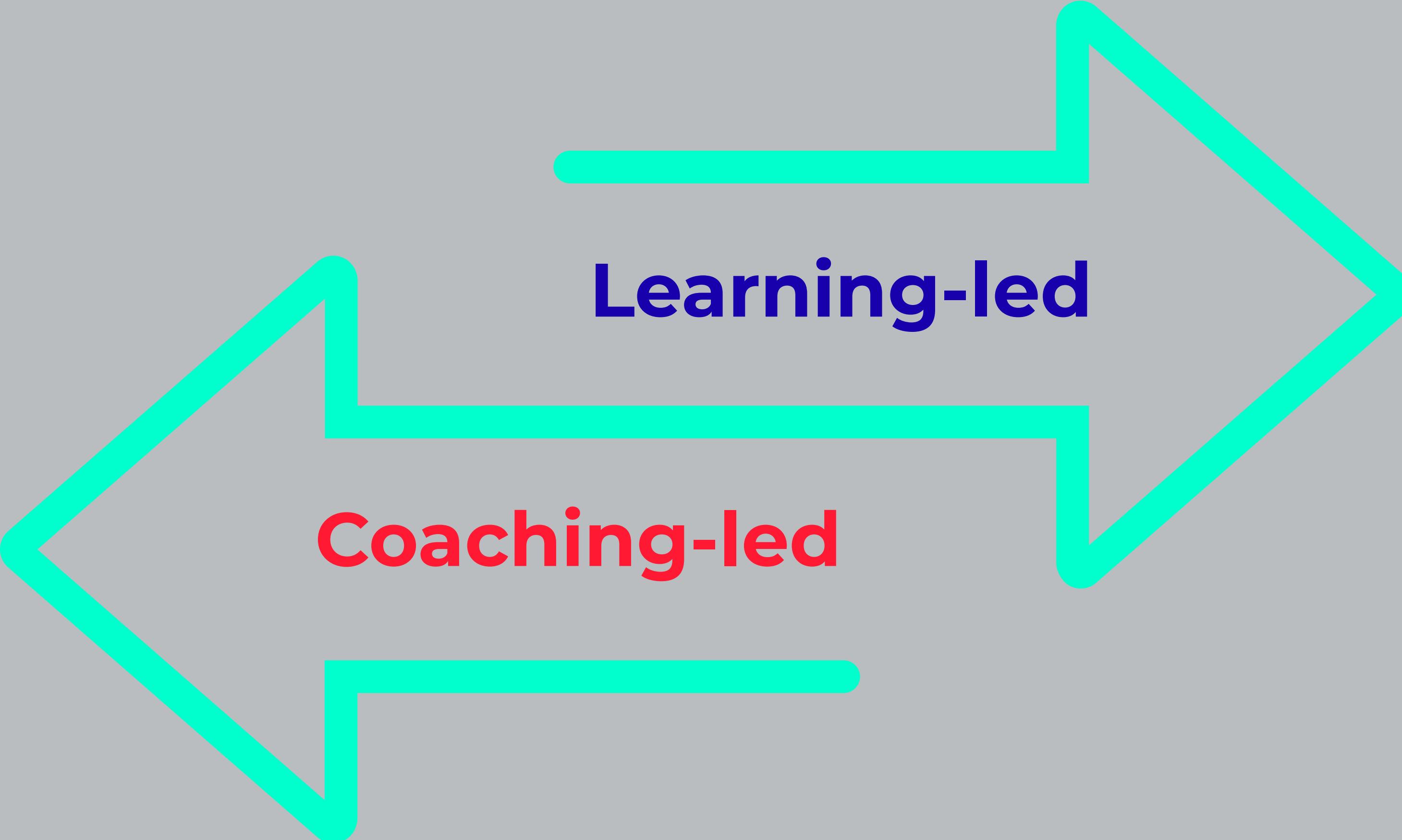
RoI on
external
investment

€10:1

RoI on
gross
investment

€6:1

30 people trained
15 examples of direct
link between changed
actions attributed to
training and
incremental sales



Learning-led



Coaching-led

SFG Sales Performance Platform

Integrate new and existing
content into a digital learning
journey

Stand Alone

We provide content for you to
use on your platform

Skeells

Access content through the
Skeells coaching app



[Home](#) [What We Do](#) [About Us](#) [Your Learning](#) [Courses](#)

SALES PERFORMANCE PLATFORM

Turning Learning into Earning

WHAT WE DO

Digital learning to make your selling easier, more effective, more enjoyable



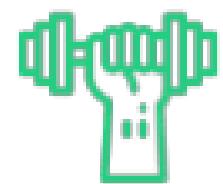
Key Topics

Find the subjects that make a difference to your selling



Your Pace

You can choose how you to plan your learning to suit your lifestyle



Powerful Programme

Our programmes combine proven techniques, fresh ideas and up-to-date learning



24/7 Support

If you have any questions, you can contact our support.

ABOUT US

What lies behind the Sales Performance Platform



Pedigree

The Sales Performance Platform has been developed by Sales Fitness Group based on our long and strong track record and commitment to sales innovation
www.salesfitnessgroup.co.uk



Profile

Gyroscope International's presence in over 30 countries allows us to bring the Sales Performance Platform with global reach and local sensitivity.
www.gyroscopeinternational.com



Power

The Sales Performance Platform has been built by Graphic Surge with its focus on creativity, technical excellence and security

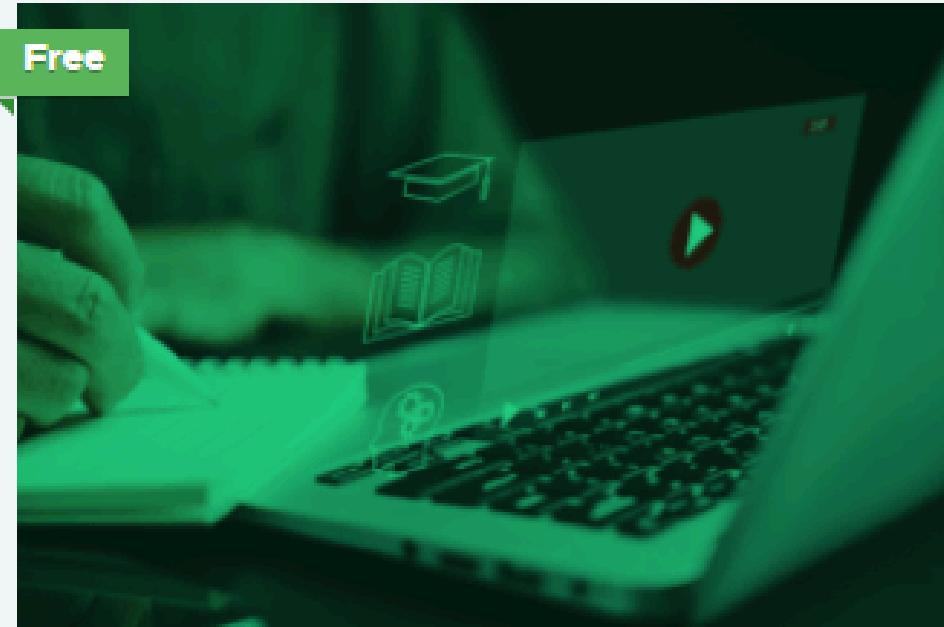


Process

In a rapidly changing sales world the Sales Performance Platform is underpinned by "The Hybrid Sales Transformation Process"

OUR SUBJECTS

Your Learning



Optional Videos

Need a deeper dive? Explore our optional video modules for advanced strategies, real-world examples, and expert insights to help you master pricing conversations with confidence.

[ENROLL NOW](#)

Handling Price

Want to close more high-value deals? Learn how to confidently communicate your worth, defend pricing, and win clients who value results. This course is part two of a two-part series. It equips you with the mindset, methods, and messaging to back your price tag with real impact.

[ENROLL NOW](#)

Selling Value

One of the most powerful ways to get the sales result up is to demonstrate value and defend our price points. This course is part one of a two-part series. It will give you skills, tools and strategies to win better business.

[ENROLL NOW](#)

1

2

3

4

5

6

7

8

9

10

DIAGNOSE

ANALYSE
FITCORE
ADAPT
NEW-BUILD

ENGAGE

KICK OFF
WORKSHOPSPP
DIGITAL
LEARNINGMOMENTUM
WORKSHOPSPP
DIGITAL
LEARNINGCOMMITMENT
WORKSHOPREINFORCE
REFINE
RESULTS

Options
Quick Scan
FIT2SELL
Capability
Assessment
via Skeells or
alternatives

Identify fit
with SPP
programmes
10 Steps to
Sales Success

Form
programme
using existing
SPP assets
where
appropriate.
Adapt modules
& micro-
learnings
including AI
role plays.
Project
planning

Individual and
group sessions
with managers.
introduce
Skeells.
Train-the-Coach

Live event or
virtual to
engage
sellers with
robust “why
frame”
Options from
enaging
briefing
session to
“Boot Camp”

1st tranche of
modules and
micro-actions
Typically 60
minutes a
week.

Live event or
virtual to keep
sellers
engaged,
Celebrate
successes
Identify and
address
barriers
Drive
application
Optins
frommini-
sessions to full
workshops

2nd tranche of
modules and
micro-actions
Typically 60
minutes a
week.

Live event or
virtual to keep
sellers
engaged,
Celebrate
successes
Identify and
address
barriers
Drive
application
Optins
frommini-
sessions to full
workshops

Ongoing
coaching
with micro
actions and
reinforcing
prompts.
Measure
impact.

Typically 4-12 weeks

Coaching & micro-actions with SKEELS

Measurement with L-TEM

Typically 12 weeks

1

2



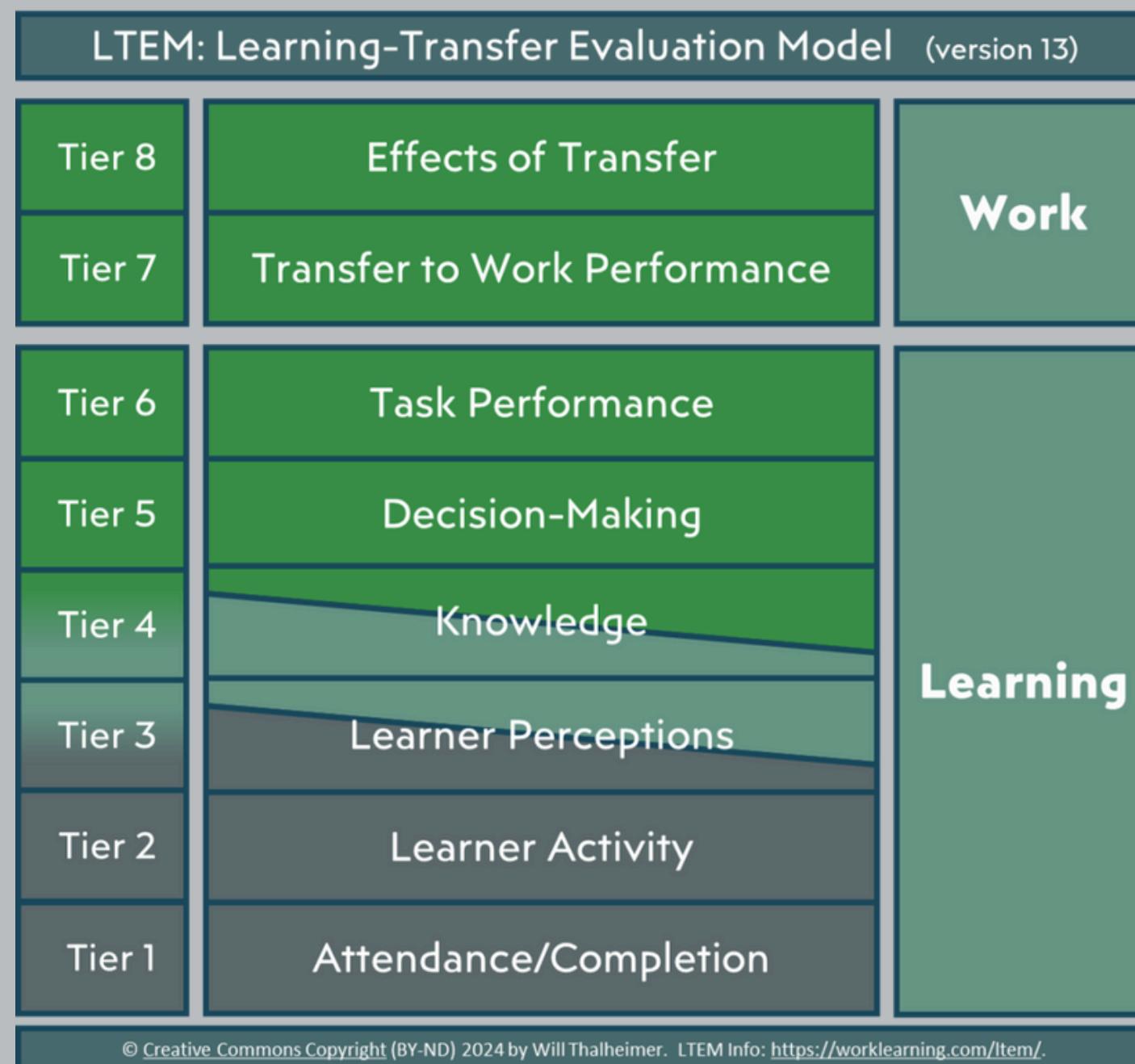
- Quickscan
- FIT2SELL
- Internal assessments
- SalesTest
- Skeells



1

2

Agree how measurement of the programme will be done





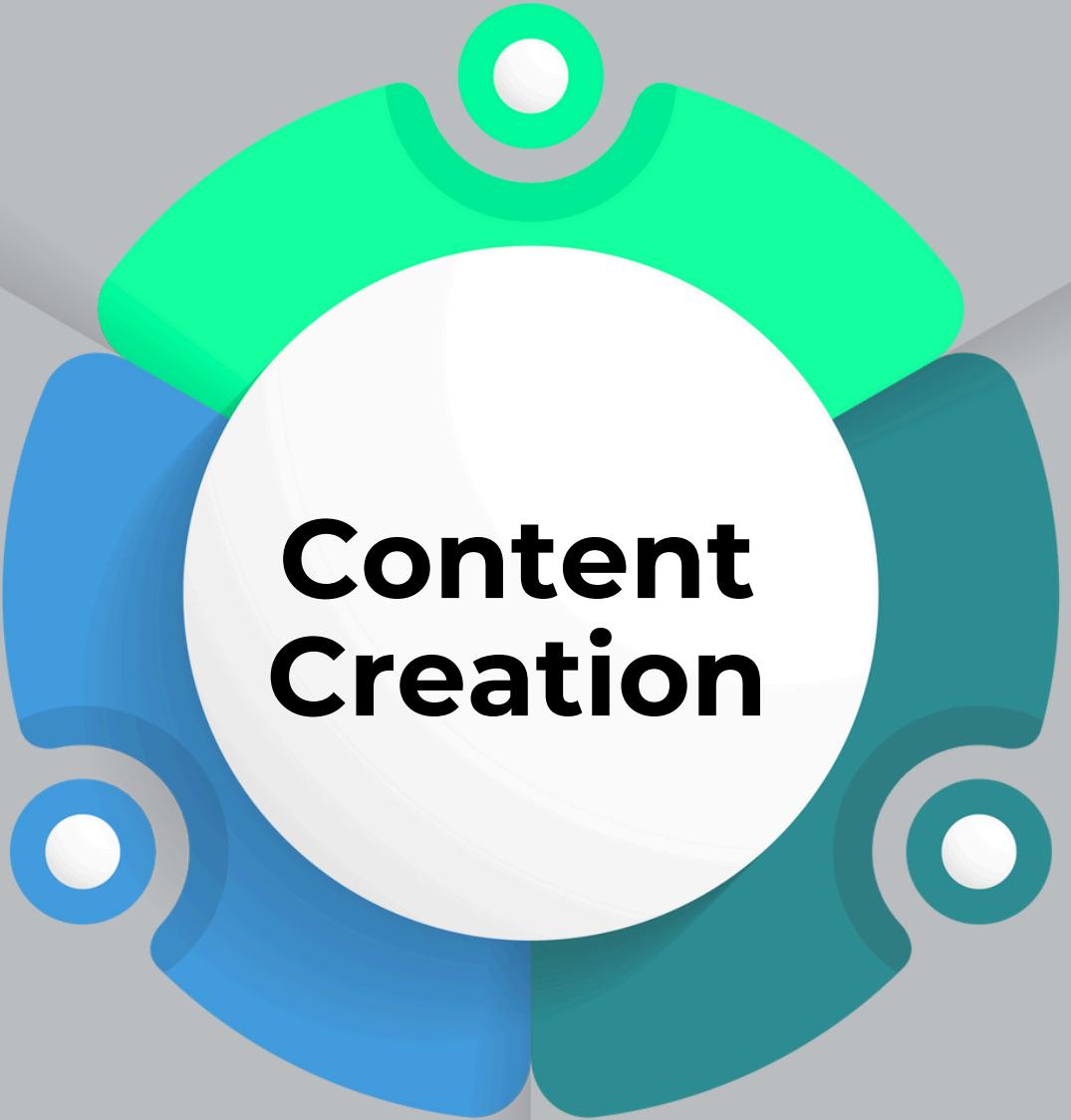
**TURNING
LEARNING
INTO
EARNING**

3

Core

Adapted

New-build



**Content
Creation**



Engage managers



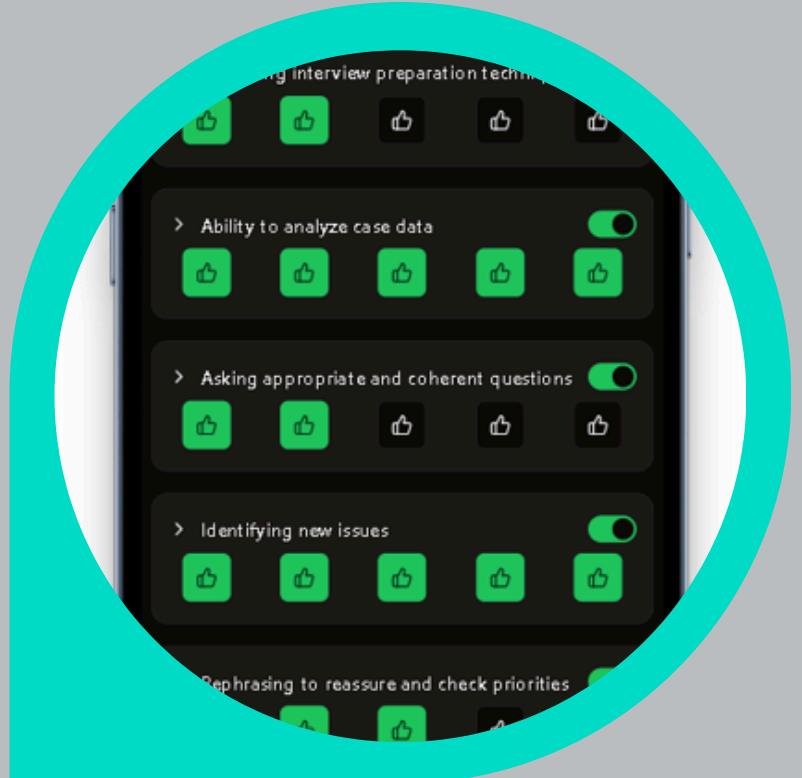
Why Frame.
The manager as
multiplier.
The double
pendulum effect.



Expectations
and role.
Engage
managers'
commitment

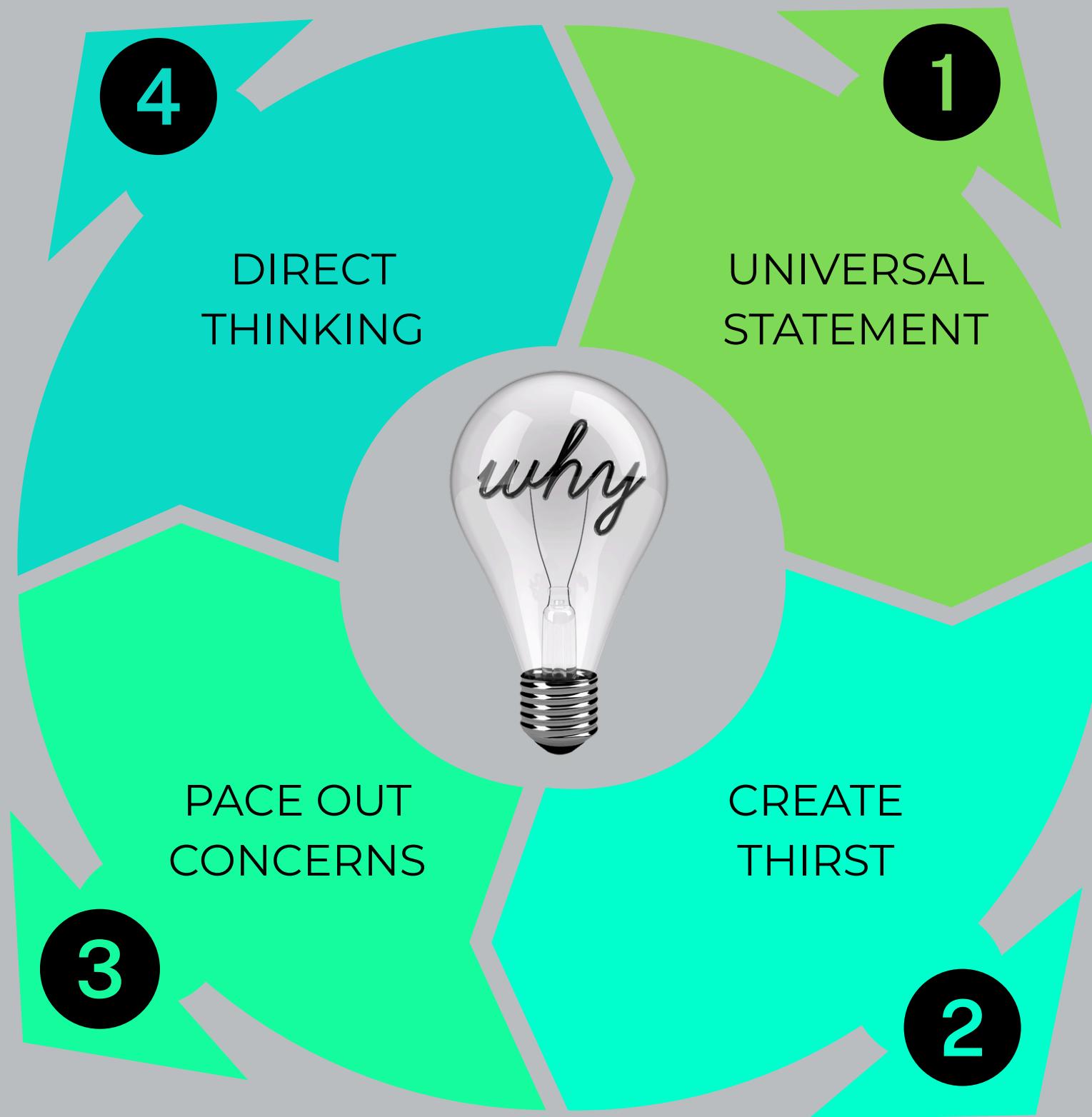


Option
Train the coach



Option
Skeells
Coach

Clarify expectations
and processes
Create focus
Gain commitment



Address potential
concerns that will
stop them
engaging

Establish
common
ground

Let them see
what they will
achieve. Motivate
engagement

It is important to get the sales team together to engage individuals, ensure everyone understands the expectations and is comfortable with the practicalities. This kick-off session could range from a virtual session, through small group training, a whole-team event or a boot camp.



Virtual session



Small group workshop



Whole team meeting / part of conference



Intensive bootcamp

PROGRAMME

A complete learning journey designed
to master a subject

COURSE

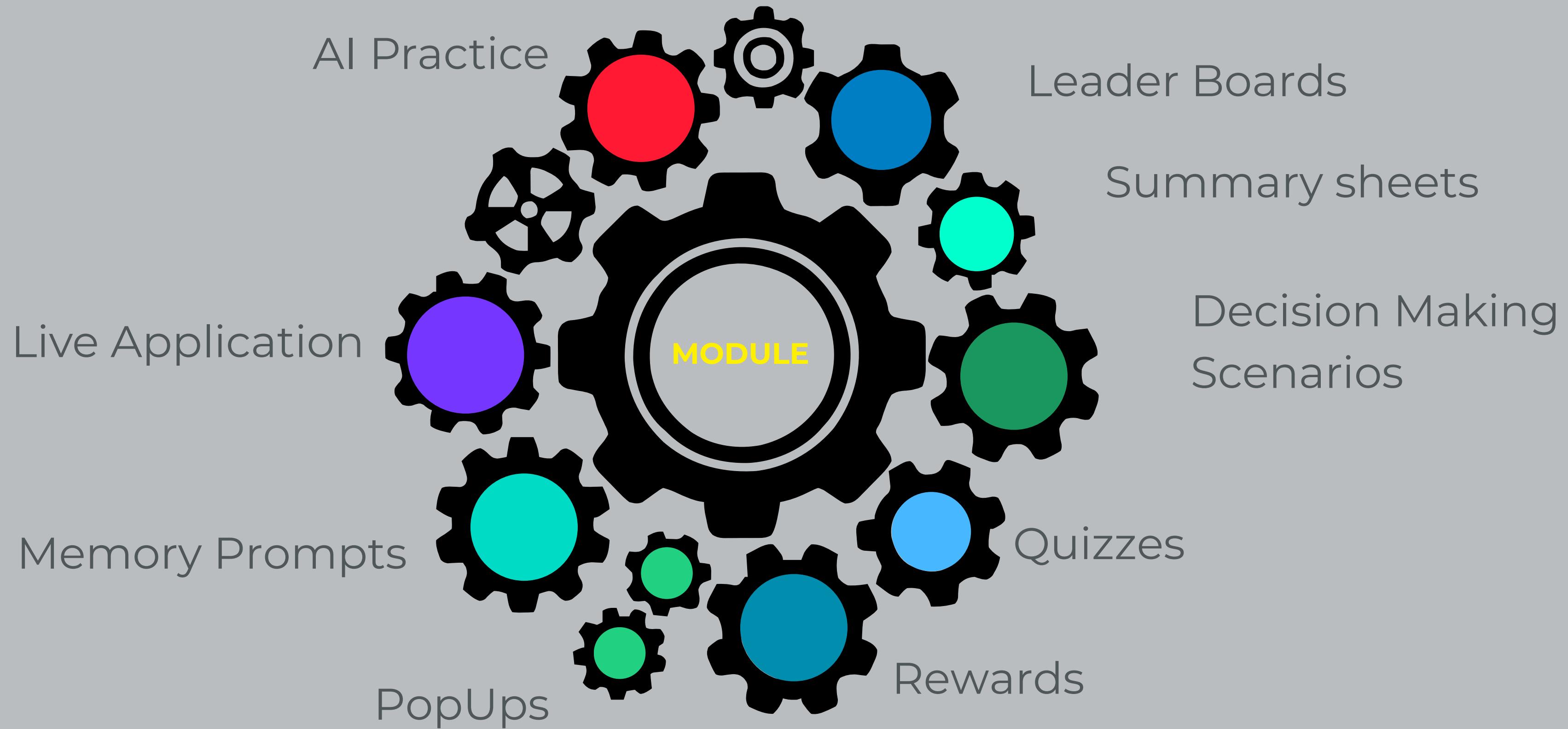
A focused 60-90 minute block
within a programme

MODULE

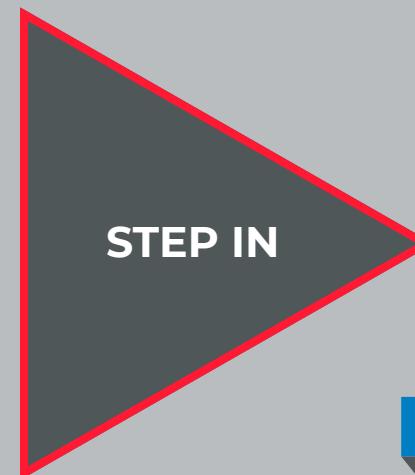
A 2-4 minute
video on a single
skill

MICRO ACTION

An
activity to
lock in
learning



10 Steps to Sales Success



ONE
Change up
for a
changing
world

TWO
The levers of
success

THREE
Before you
meet

FOUR
Build trust &
rapport

FIVE
Ascertain &
Agree

SIX
Analyse

SEVEN
Answer

EIGHT
Align
Handle
objections

NINE
Align
Handle
price

TEN
Align
Gain & keep
commitment



It is important to get the sales team together to engage individuals, ensure everyone understands the expectations and is comfortable with the practicalities. This kick-off session could range from a virtual session, through small group training, a whole-team event or a boot camp.



Virtual session



Small group workshop



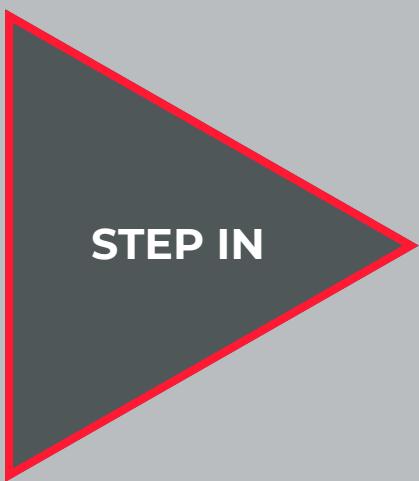
Whole team meeting / part of conference



Intensive bootcamp



STEP INTO TEN STEPS FOR
SALES SUCCESS



Welcome to Ten Steps to Sales Success

Why?

Four Stages of Learning

How the Sales Performance Platform works

Modules and Micro-Actions

Top tips to make the most of your learning

Turning learning into earning!



ONE

Change up
for a
changing
world

Five drivers of sales change - recognise and respond

VUCA - what it means to sell into a volatile, uncertain, complex and ambiguous world

Selling in a low-growth economy - no more riding the wave so gain market share without sacrificing margin or find that “white space”.

Changed buying behaviours - what the research says and what it means for sellers

Sales innovation - what is happening now and is on the way - how sellers need to adapt

Sustainability - selling in a world where CSR and ESG are on the agenda - challenges for buyers and sellers

“If you carry on doing what you’ve always done in a rapidly, radically and irreversibly changing world, then you won’t get what you’ve always got. You could lose even that!” The risks and opportunities of a changing sales world.



TWO

The levers of success

ACE - the three levers of success

ACTIVITY - "Are we talking to enough people?" - Lifting and maintaining activity levels

CONCENTRATION of EFFORT - "Are we talking to the right customers?" - Segmentation and ICPs

CONCENTRATION of EFFORT - "Are we talking to the right people?" - Buying roles and Decision Making Units

CONCENTRATION of EFFORT - "Are we talking about the right things in the phases of the buying cycle? Applying 5 Alpha"

EFFECTIVENESS & EFFICIENCY - The TASKS of the professional seller - Talent, Attitude, Skills, Knowledge, Style.

EFFECTIVENESS & EFFICIENCY - Keys to building sales performance - The 4 Stage of Learning, Lessons from sports and the arts



THREE

Before you
meet

Professional Preparation Prevents Poor Performance

How the greats prepare

Creating opportunities - Zero to Interest & Interest to Opportunity - Social Selling, Campaigns, Hooks, Referrals

Appointment Making

Preparing for the meeting - in-person and virtual

The Ben Duffy approach

Personal preparation - being ready mentally and physically



TRUST

FOUR

Build trust & rapport

The changing world of trust

Why we trust - character and competence

Components of trust -

Accelerating trust

The trust equation

Building rapport

The first five minutes



FIVE

Understand the customer

“Seek first to understand, then to be understood” - Ascertaining and agreeing

Getting beneath the surface with the customer - the iceberg

Creating openness

Types of question - Establishing, Thinking, Exploring, Confirming

Structuring questions - Funnels, FOCA and Five Steps

Being a highly effective listener

The power of summarising

Bring the team back together to keep the momentum going, celebrate successes, identify and address concerns, motivate continuing engagement.

Options include virtual sessions, in-person workshop, intensive practice sessions e.g. Forum Theatre



Virtual session



Small group workshop



Practice sessions



SIX

Form the solution

Principles of value selling

Analysing customer position, priorities, preferences, processes

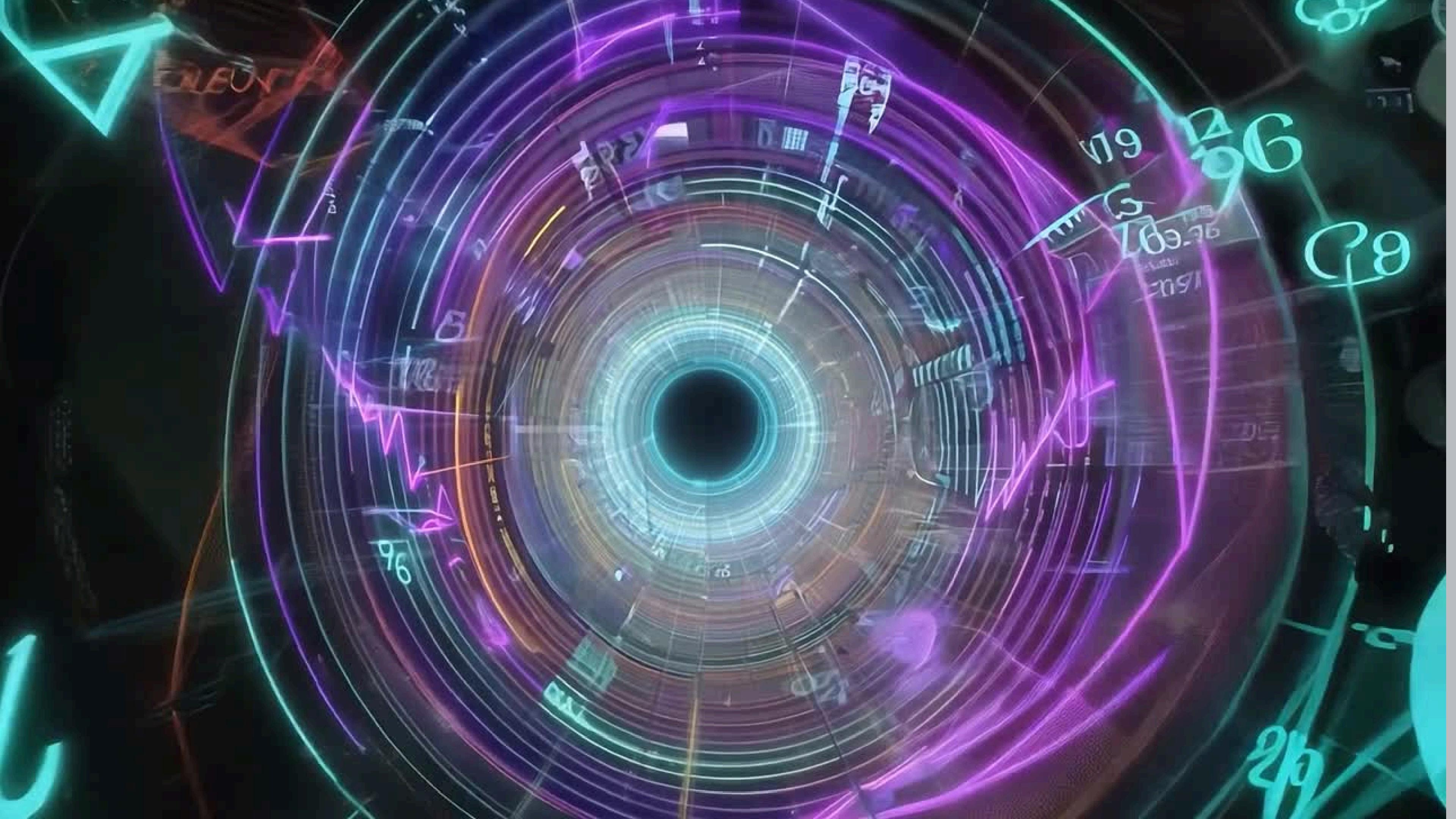
Analysing competitive strengths

Mapping the offer

Building the business case - ROI

Identifying buyer motivations

Organising content - RFAB



SEVEN

Propose

Principles and practices of proposing

Written proposals - formats, processes

Presenting the offer - build the presentation, structures and language, formats

Types of presentation - one-to-one, group presentations, remote

Projection and presence

Managing the audience

Gaining incremental commitment



EIGHT

Handle objections

Why we get objections and how we feel

The ten-phase objection-handling process

Alternative processes

Common objections and objection banks

Framing and reframing

Nudge theory

Behavioural bias



NiNE

Handle
price

Psychology of price

Attitudes to price

Timing options - early or late?

Structures

Language

Competitive prices

Using business cases and RoI



TEN

Gain
commitment
& move
forward

“Selling is motivating customer commitment”

Fear of closing

Tips and techniques

Confirming the sale

Land and expand - moving out of the bridgehead

Competitive prices - Bringing it all together

This final session focus on implementation and application.

It should explain how the ongoing coaching will work.

It should celebrate and quantify successes and explain how measurement will work.

It could apply the learning into a specific scenario e.g. a price increase or a product launch

Options include virtual sessions, in-person workshop, intensive practice sessions e.g. Forum Theatre or live implementation through an Impact project



Virtual session



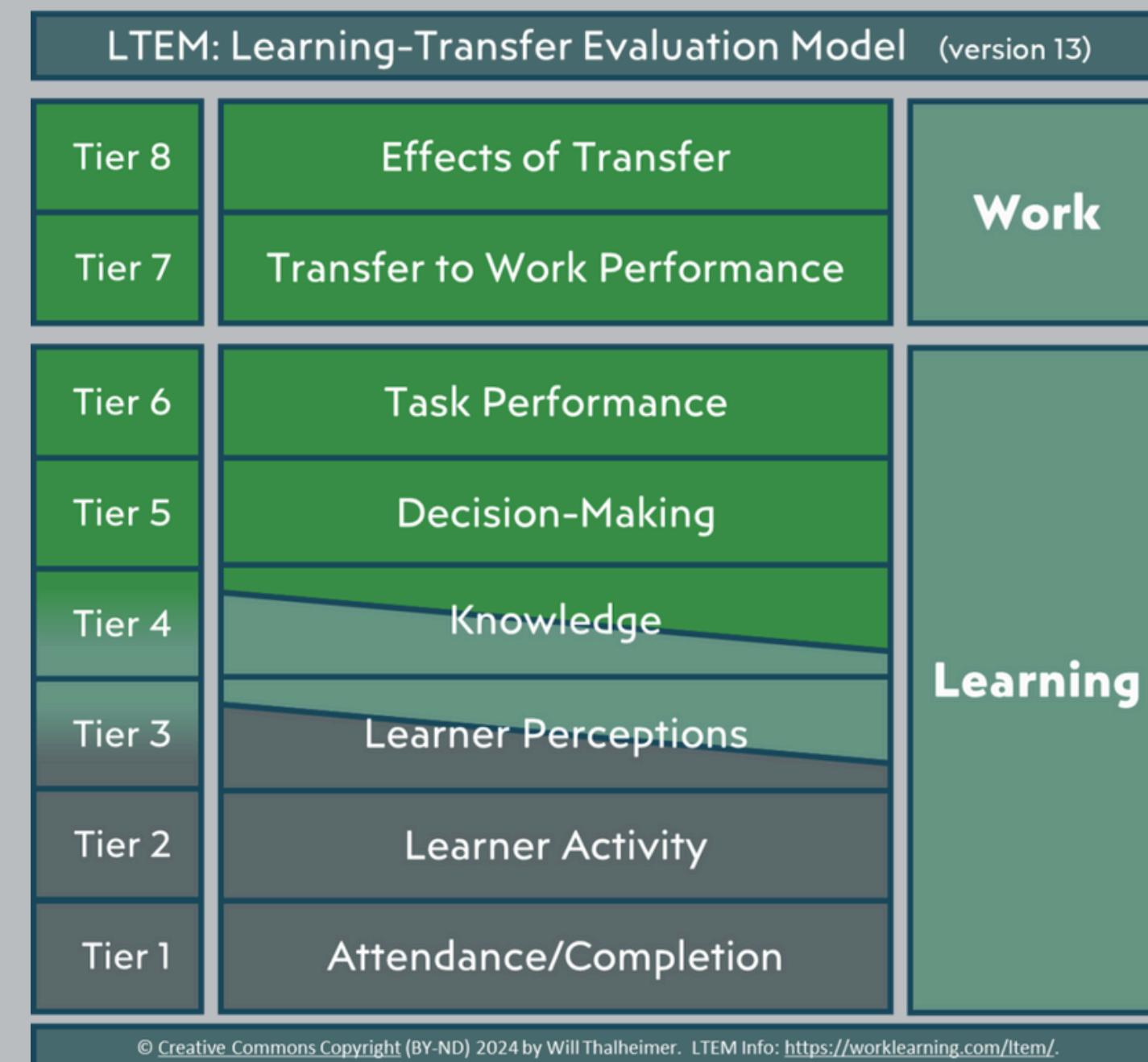
Small group workshop



Forum Theatre or Impact project

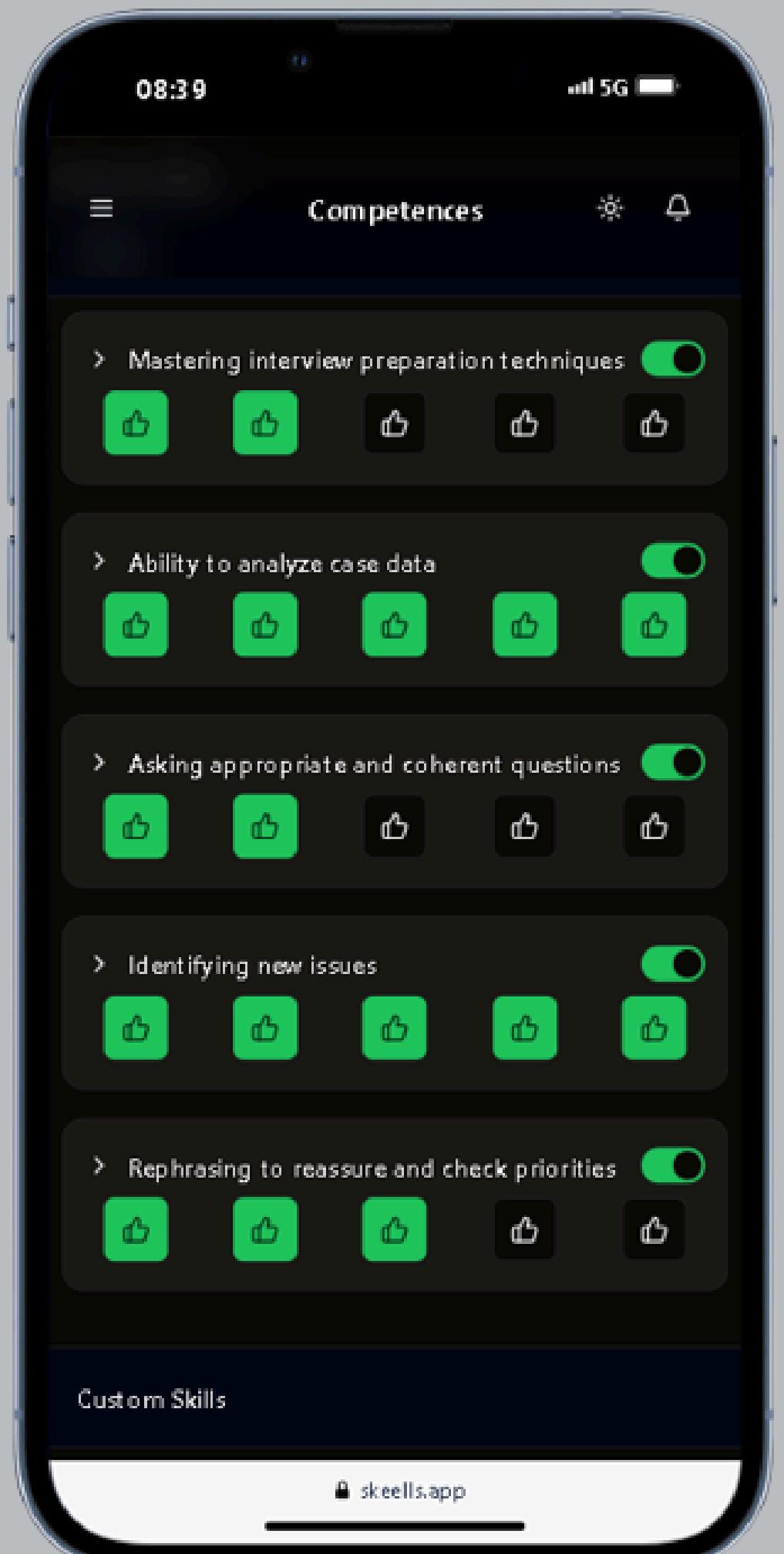
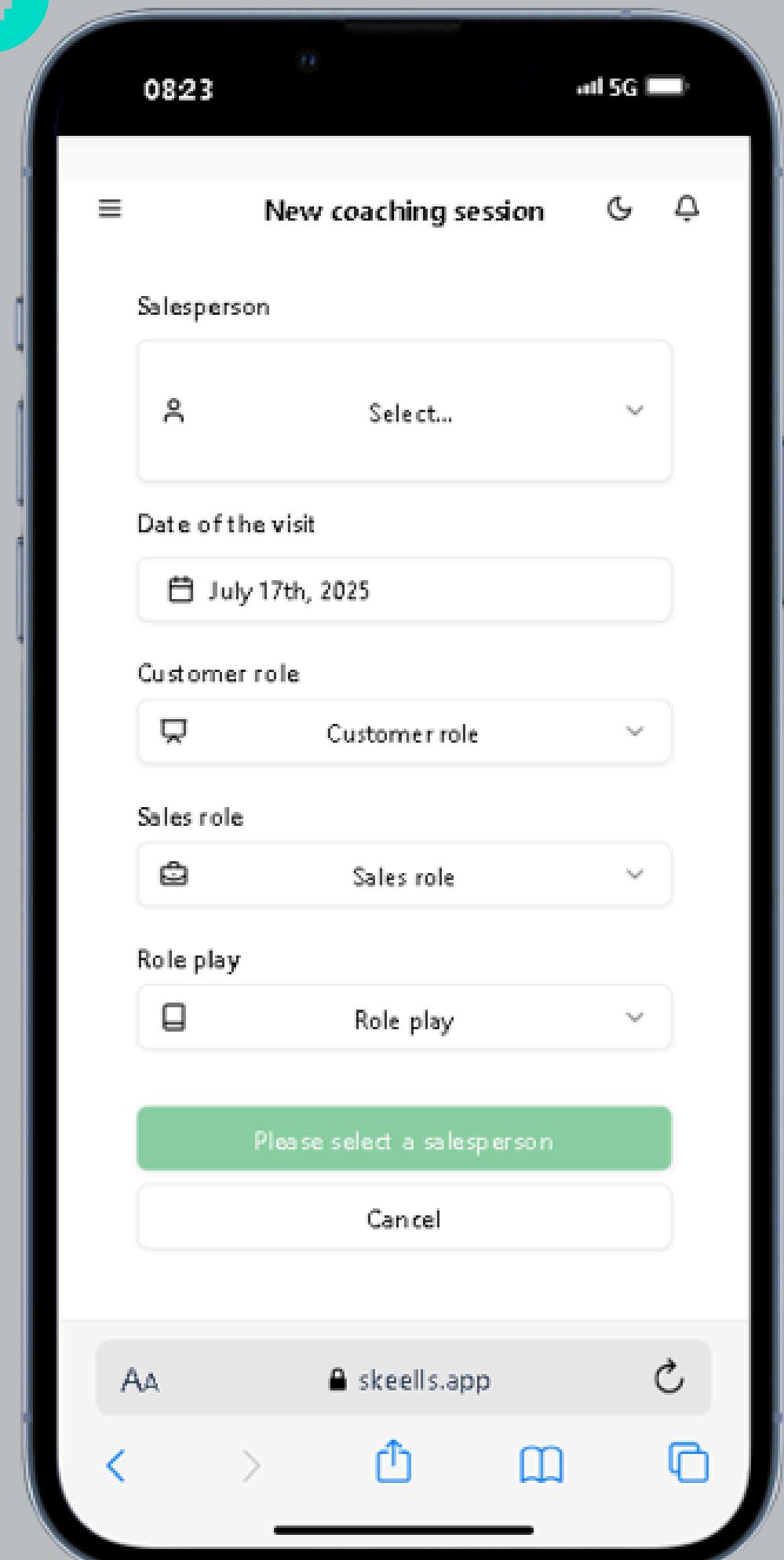


Measure impact using L-TEM





skeells.
empower your team



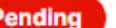
Observe and calibrate competences before and after programme and then ongoing

Micro-actions

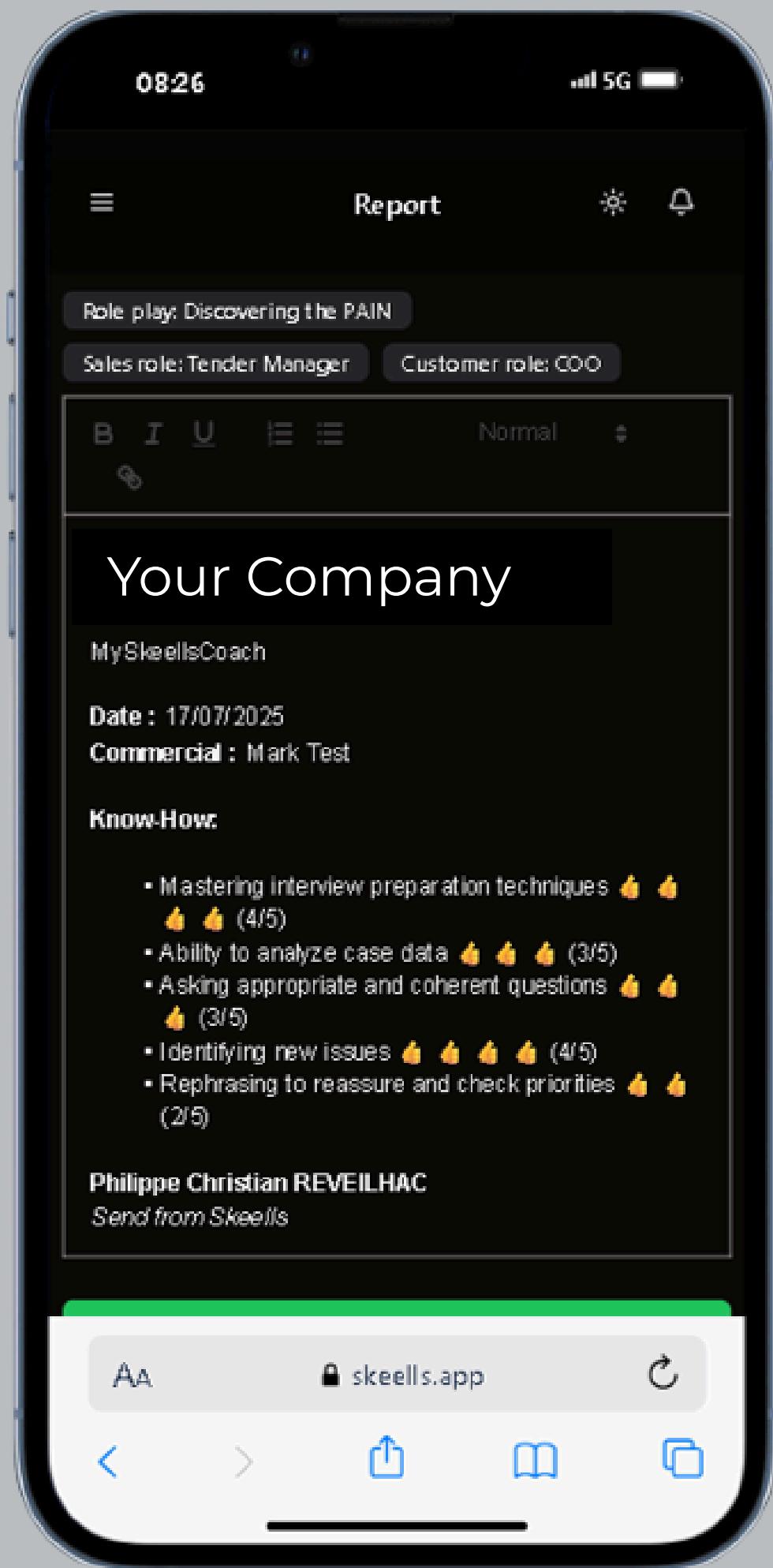
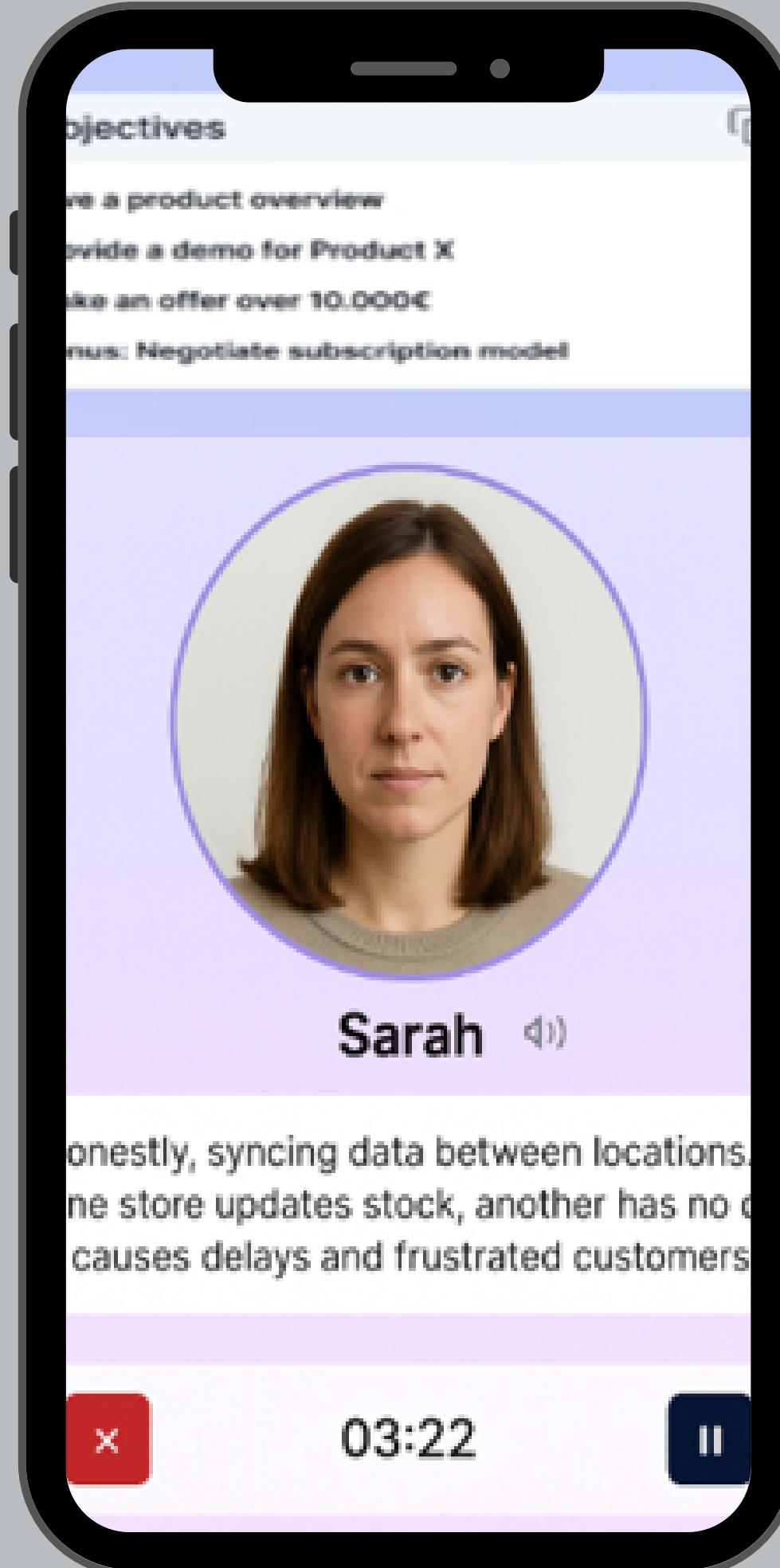
 New micro-action

12M 3M 1M 1W 1D

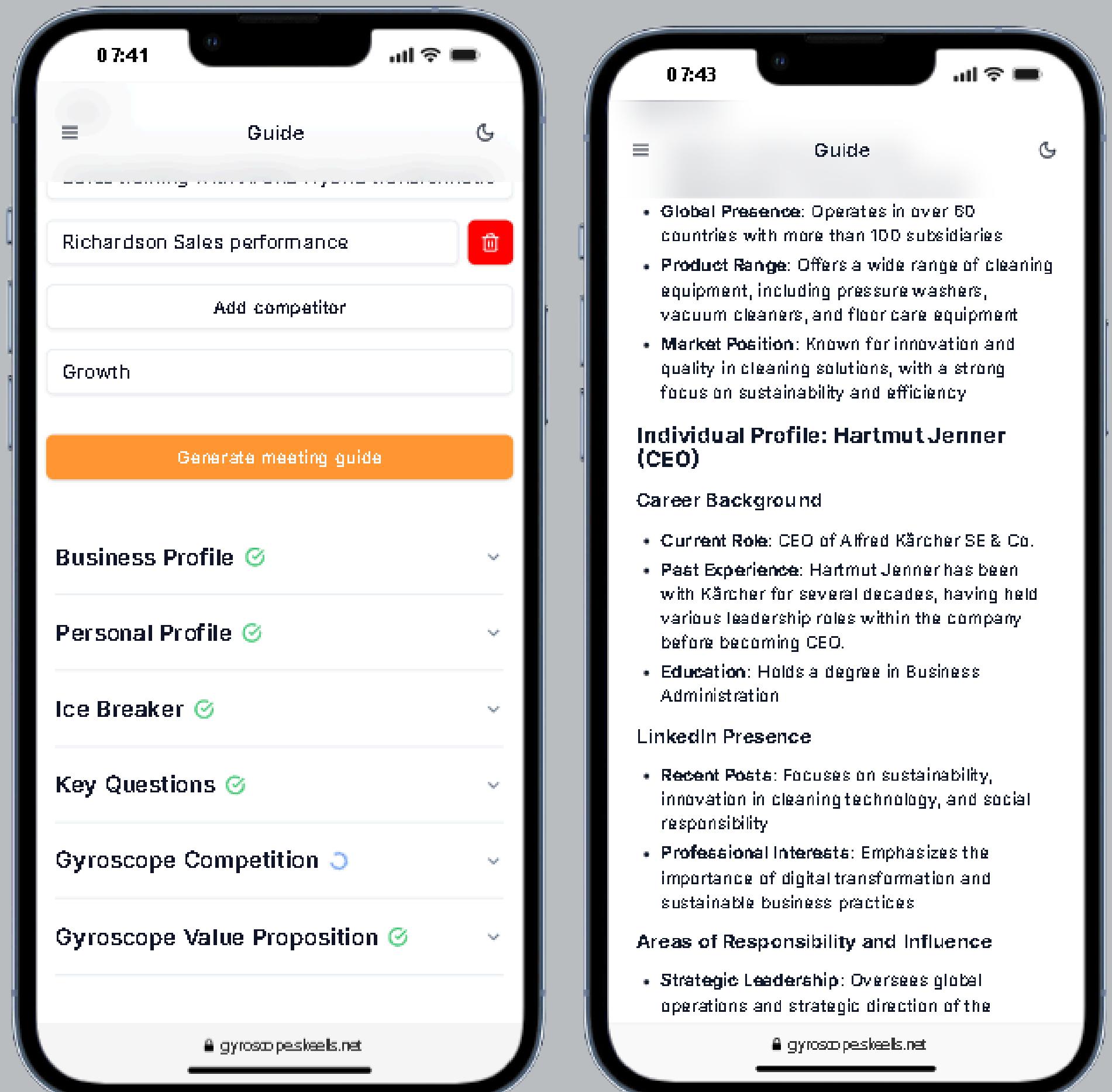
Reset  Teams Users Status

Date	↑	Name	Already assigned	Plan	Teams	Skills	Resources
21/10/2025		CT 03	 Pending	Reread the best practice sheet on the SET method (Situation, Stakes, Test)	Test	Using SET	-
21/10/2025		CT 03	 Pending	Prepare 3 contact-opening questions	Test	Ability to seek out other contacts	-
21/10/2025		CT 03	 Pending	NETMAP	Test	Ressources	
20/10/2025		CT 03	 Pending	Reread the best practice sheet on FOCA questioning and revealing pain	Test	Use of questions in the form of FOCA and ability to reveal pain	-
20/10/2025		CT 03	 Pending	Build 3 FOCA sequences for different prospects	Test	Use of questions in the form of FOCA and ability to reveal pain	-
20/10/2025		CT 03	 Pending	Prepare 3 contact-opening questions	Test	Ability to seek out other contacts	-
20/10/2025		CT 03	 Pending	Reread the best practice sheet on hardware/instrumentation qualification	Test	Hardware analysis and customer base	-
20/10/2025		CT 03	 Pending	Identify 3 cross-sell opportunities	Test	Detection of wider opportunities	-

Select, agree
and track
micro actions



Create, execute, score and improve AI -enabled practice sessions (role plays). Company-specific during SPP. Situation-specific ongoing



Skeells
Success
Enables the
seller to
prepare for a
call



Digital Sales Transformation for Gyroscope affiliates
Options
Pricing models
Selling tools

Conceive

Shape the key message.

Draft the brief with bullet points, examples and guidelines.

Consultant and Client

Convert

Transform the concept into a video script and design the supporting micro-actions.

Consultant or Author

Construct

Produce the 3-4 minute video, bringing the script to life with appropriate avatars, voices etc.

Build micro-actions.

Designer

Curate

Assemble modules and micro-actions into a coherent course complete with gamification and measurement.

Designer/Platform resource

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