



Sales skills development

Engagement skills prospectus: Seed and succeed

The million-dollar question the world's leading organisations want answered is how to better their people to better their business performance. We help organisations achieve their full potential by training and developing their own people, virtually or face-to-face.

The seeds for success

We help organisations give their people the skills they need to make a big difference to their performance and yours.

If you want to attract the best talent and build a culture that's outcome driven then, you already know, investing in the development of your people is a must. What you may not know is our tailored training and coaching has already informed, aligned and motivated thousands. What we share works in the 'real world' because we are experienced practitioners with more than two decades each of practical delivery expertise.

What we offer

We provide group workshops for up to 12 people and one-to-one coaching. Our offer spans leadership development, management development, communications development, sales development, and personal development.

We deliver all the skills critical to successfully navigating today's ever-changing business world. We meet your bespoke skills requirements in a flexible and affordable way, either face-to-face or virtually.

Workshops

From shop to top floor, people leave our interactive workshops enthused, energised and equipped with the practical tips, tools and techniques they need for immediate implementation.

Coaching

Personalised experiences from those who can provide external perspectives to challenges are in much demand, with one-to-one coaching a preferred developmental approach. Our coaches understand the demands of accelerating business change because they have successfully navigated it themselves and now coach others to reach their full potential.

Flexibility: You can customise

Content: You can pick and mix from our different development areas to design a course or coaching session that delivers a specific skill set.

Length: We can re-build any workshop to deliver the depth and detail you need – from two-hour tasters to multi-day masterclasses.

Location: You don't have to travel miles to benefit. We can deliver in person onsite or virtually.



Expertise: You get practical, proven, professionals

Our coaches and workshop facilitators are subject-matter experts and experienced practitioners – they only ever share learnings in the field(s) in which they are trained and experienced. They teach what works in the real world because they've been there – sharing both best and proven practice to develop the capabilities and confidence of others.

Affordability: You get great outcomes at affordable prices

Our one-day workshops, based on ten participants, can be expertly designed and delivered to meet your tailored needs from as little as £200 pp.

Our one-to-one coaching can be expertly designed and delivered to meet your tailored needs from as little as £250 pp per hour.

Facilitator profiles



Chris Carey

Chris helps organisations achieve their full potential by better engaging, aligning, training and developing their own people. An award-winning trainer and engagement expert, Chris is the Founder and Managing Director of Axiom. During more than 25 years at Axiom's helm, he has worked with business leaders from many of the world's multinationals. This work has seen him designing and delivering workshops and development activities for those at every organisational level.

He is much demanded by clients for his high-energy, high-impact and hands-on approach. He is also the author of [How to be a better communicator](#).



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Alex Duff

Alex is a storyteller and writer. Employed by internationally-loved household brands for two decades, the stories, scripts and soundbites she's sculpted over the years have been seen and heard on the international stage.

Her first-hand experience of crisis, change and corporate communications makes her well-placed to share her practical learnings and reflections on how to cut through the noise and be heard in an international business environment.



Miles Henson

Miles helps those who need to transform performance, people and culture. An accomplished executive consultant, coach and keynote speaker, Miles works with global businesses and elite sports teams to help them effectively communicate to deliver the outcomes they want.

His work as a coach to the US Olympic Committee sees his performance measured in Gold Medals and he has an outstanding track record in partnering with Alstom and BMW. Having worked cross-company, country and culture, his strength is helping others see why people say and act the way they do. He then shows how modifying communication and behaviour can resonate widely, to produce the desired end result faster and with greater success.



Sheila Hirst

Sheila develops leaders to better communicate and helps create dialogue within their organisations. With 25 years' experience as an employee engagement, leadership communication and change expert, Sheila helps leadership teams understand and use their communication to shape organisational culture and influence colleague engagement.

A qualified executive coach and experienced mentor, facilitator and storytelling expert, Sheila specialises in helping leaders find their authentic voice and use it to best effect.

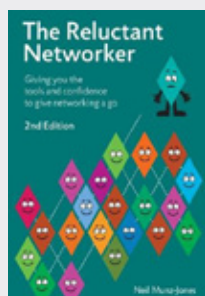
Facilitator profiles



Neil Munz-Jones

Neil helps people to be braver and create the networks they need to get more done. The multi-lingual strategy workshop facilitator, coach, inspirational speaker and author of *The Reluctant Networker* leads our networking workshop.

Neil's pragmatic and much-loved book has been featured in all the best broadsheets and business publications. Neil has been a guest speaker at organisations as diverse as The Institute of Directors, Barclaycard, VW (UK), LexisNexis, The National Audit Office and The Financial Times. In our workshops he shares his passion for the power of networking and offers practical advice for how to make it work if you're, well, just a little reluctant.



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Paul Kinkaid

Paul ensures employers and their employees reach what he calls 'the desired end-state'. The British Army's former Head of Training Development and leader of elite teams as a Lieutenant Colonel, is no stranger to challenging and changing environments.

His trademark calm approach and laser-like focus for achieving desired outcomes, coupled with his experience in the design, delivery and assurance of training programmes makes him much sought after in the business arena. Paul holds a wealth of academic and vocational leadership, training and development credentials, which see him qualified as a Mental Health First Aid Instructor, coach and mentor.



Dr Domna Lazidou

Domna helps leaders design, implement and evaluate communication strategies for change. A communications academic with a PhD from Cranfield Business School, Domna has expertise in intercultural communication effectiveness and is passionate about the relationship between culture and communication practice in organisations.

A skilled facilitator and trainer, Domna has run workshops for some of the world's most diverse organisations, helping them master the challenges involved in communicating internationally, inclusively and impactfully.



Nik Moore

Nik shifts mindsets to deliver meaningful behavioural change irrespective of whether he is working at an individual or company-wide level. As an executive business and life coach, an accomplished corporate film director and a live events producer of major events, Nik understands the process behind what moves people, their perceptions and ultimately their performance.

Blending his unique skillset, Nik opens new channels for behaviour change by shifting people's perceptions, raising awareness of alternative paths and devising a simple, easy and personalised habit-forming plan of action as the final part of the process. His career has seen him working with many leading, large corporations, including the BBC.

Facilitator profiles



Gary Mullins

As one of the top five business coaches in the UK, Gary helps business owners seize opportunities to succeed and grow. The former Chief Executive and Managing Director is no stranger to helping businesses flourish, having grown sales at a successful FTSE250 company by 400%. As a much respected and qualified coach, Gary is highly sought after by organisations of all sizes – from different countries and sectors.



Steve Mullins

As a business coach, Steve understands better than most what it takes to succeed in business. ActionCOACH accredited, he's inspired, motivated and helped hundreds of SME Founders and Directors achieve their business and life goals.

As his practical experience of what it takes to succeed has grown, so too has his passion for sharing his insights - applicable to businesses regardless their size. So, whether you want to improve your management style, increase your decision making, build your team or create a winning mindset – Steve has a proven track record in helping others thrive.



Sarah Williams

With 20 years' experience in strategic sales and marketing within multinational organisations, Sarah now reapplies her knowledge to help business leaders reach their full potential.

Her experience covers a variety of commercial disciplines including sales growth, leadership, wholesale distribution, go-to-market strategy, brand management, marketing, PR and licensing. A qualified business coach, Sarah has seen the positive and often, life-changing, impact her coaching has helped bring to companies of all sizes.

Sales skills development: Our virtual or face-to-face workshops



How to evolve your sales process

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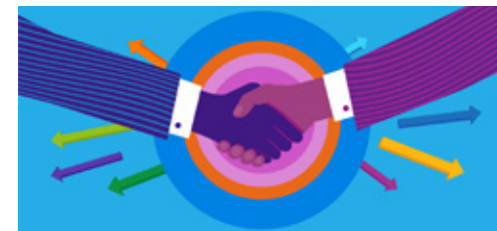
How to professionalise your selling skills

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How to strategically manage your sales accounts

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How to get YES: Negotiation techniques that work

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How to master sales management

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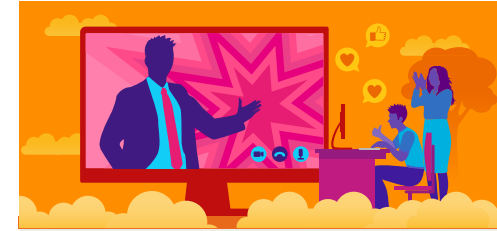
How to maximise value-based selling

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How to master your behaviour and adapt it to others

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How to present brilliantly online

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How to evolve your sales process

A multi-day masterclass for leaders and sales teams, running over two consecutive days followed by a third day a few weeks later, if delivered face-to-face, or in a series of shorter sessions if delivered virtually.

At a glance

'SANE' is a world-class sales process – it stands for **S**teps, **A**ctivities, **N**umbers and **E**ssentials. These four essential elements must be in place for any organisation to understand what good looks like in their sales process. 'SANE' enables both creative and clear thinking to evolve any sales process or create one from scratch. It also provides a world-class coaching tool for sales managers.

The difference it makes

SANE' offers clarity about what needs to happen in any sales process, at any given time – including how it is measured and where to go for coaching support.

The types of things we cover

- A deep dive into your existing way of doing things, what is working and what is not
- Future visioning and ways for staying ahead of the competition
- Developing a coaching tool from the key activities in your 'SANE' sales process
- Measuring and embedding change and excellence.

Everyone involved with sales in your company has a voice at this workshop - from front line to back office staff. Co-creating your 'SANE' sales process is proven to engage your people and improve your sales.

About our workshops

Axiom offers a wealth of interactive workshops, which span the critical skills for successfully navigating today's ever-changing business world. The focus is on practical application, so participants leave with the tips, tools and techniques for immediate implementation. What we share works in the 'real world' because we are experienced practitioners with more than two decades practical delivery expertise. To meet our workshop facilitators [click here](#)

Want something included in this workshop that isn't covered?

We give you the flexibility to 'mix and match' content, duration and depth to build a customised workshop that meets your organisation's precise needs.

This three-day workshop, based on ten participants, can be expertly designed and delivered to meet your tailored needs from as little as £600 pp.



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This truly defined how we deliver sales to our clients. As an engineering led workforce, this workshop allowed our people to co-create, understand and deliver the way we do business. The buzz around the place was incredible! We also delivered a world-class coaching tool for our managers to use in the field.

Sales Director of a Global Engineering Organisation

Where do I go from here?

If you like the sound of this or any of our workshops, we'd love to partner with you.

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Book a workshop

Other workshops →

How to professionalise your selling skills

A multi-day masterclass for all sales people, consisting of two days over two months, if delivered face-to-face, or in a series of shorter sessions if delivered virtually.

At a glance

Sales is a tough and competitive world, so differentiating yourself and your performance is key. This comprehensive workshop provides professional selling skills to those wanting to improve their sales performance.

The difference it makes

You'll secure a professional understanding of all aspects of sales - from finding clients to closing and keeping them.

The types of things we cover

- Attracting customers
- Running productive sales meetings
- Uncovering and developing more sales opportunities
- Dealing with objections
- Closing techniques.
- Can be extended to include the **How to improve business performance by getting Straight A's in Interpersonal Excellence** workshop

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This multi-day masterclass programme, based on ten participants, can be expertly designed and delivered to meet your tailored needs from as little as £400 pp.



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You have to do this event just to go through the fun exercise of running your own Dealership! Wow! Who knew how bad we were at questioning and adding value?

Manager in a Global Furniture Company

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Other workshops →

How to strategically manage your sales accounts

A masterclass in sales development for anybody with a client! Delivered over two-days face-to-face, or in a series of shorter sessions if delivered virtually.

At a glance

Congratulations, you've sold something. But what should happen next? This comprehensive workshop explores a world-renowned account management process that will ensure you stay on top of your game by strategically managing your sales accounts.

The difference it makes

You'll be better able to manage your existing relationships and develop them into long-term profitable customers.

The types of things we cover

- The importance of keeping and growing key clients and how to do it
- Exploring a world-renowned account management process in detail
- Techniques for delivering year-on-year sales.

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This is a very practical programme. It's given me so many tools to manage accounts and create more sales as a result.

Manager in a UK Financial Services Company

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Other workshops →

How to get YES: Negotiation techniques that work

A deep dive for anyone who needs to persuade others to support their point of view, product, project or passion. Delivered in a day face-to-face, or in a series of shorter sessions if delivered virtually.

At a glance

There's a process that people go through before they say 'yes'. But what is that process and what are the skills you need to successfully negotiate your way to 'yes' more often?

The difference it makes

In short, 'yes' equals success. This course is designed to give you greater levels of confidence when negotiating and persuading. It provides clarity about your goals and enhances your ability to achieve them by securing that all import 'yes'.

The types of things we cover

- Common techniques in influencing – what works and what doesn't
- Ways to build rapport – small (and big) talk
- Creating clarity on goals
- Understanding the other person's perspective to create 'win-win' outcomes
- Asking the right questions
- The process people go through before saying 'yes'
- The pillars of principled negotiation
- Pacing and leading to get to 'yes'
- When to stop, while continuing to build rapport
- Techniques for summarising what's been agreed
- Post-negotiation tips and techniques
- Real world case studies to cement learnings.

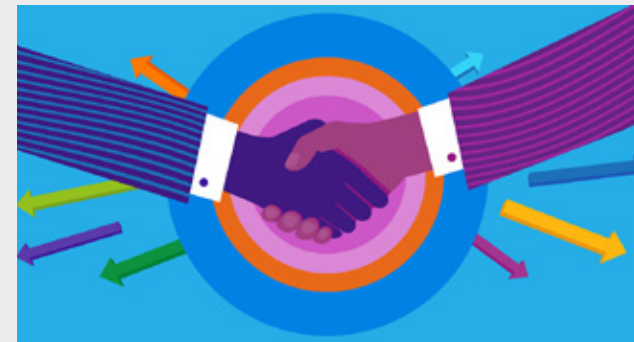
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Our one-day workshops, based on ten participants, can be expertly designed and delivered to meet your tailored needs from as little as £200 pp.



“

I picked up a lot of very practical techniques that I applied straight away – and with great success. It's a 'yes' from me!

Senior Programme Manager – International Medical Devices Business

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How to master sales management

A deep dive for sales managers. Delivered in a day face-to-face, or in a series of shorter sessions if delivered virtually.

At a glance

To get the most from your sales force you need to manage your people as individuals. This workshop helps you understand your sales people and provides an approach for developing and managing them as individuals in meaningful and engaging ways.

The difference it makes

You'll gain knowledge of recognised sales management processes to help better manage your sales people and their targets. You'll come away with tried and tested techniques for securing a management approach with a real people focus.

The types of things we cover

- Techniques for better understanding your sales people
- Techniques for getting through to your people
- Running effective sales team meetings
- The importance of feedback
- Setting targets and goals.

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Once you know how to really get through to your people, managing sales performance becomes an art form!

Sales Manager in an Engineering Business

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Other workshops →

How to maximise value-based selling

A deep dive for anyone in sales. Delivered in a day face-to-face, or in a series of shorter sessions if delivered virtually.

At a glance

What people really want to know is how you are going to add value to their life. The trick is understanding your customer and delivering true value for them. This workshop enables you to do that, maximising your value-based selling techniques to retain customers and land bigger contracts.

The difference it makes

You'll discover the techniques you need to better understand your customer and add more value to secure that sale.

The types of things we cover

- Dispelling value-based selling myths
- The power of value-based selling and how it can benefit you
- Value: What that means to your customer and techniques for finding out
- Mastering how to match your offering to your customer's needs.

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“

I always assumed value-based selling was how I believed I could add value to my customer – I never thought to ask the customer by using considered and proven techniques.

Sales Representative in a Leading Medical Devices Company

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Book a workshop

Other workshops →

How to master your behaviour and adapt it to others

A half-day's honing or day's deep dive for leaders and managers.
Delivered face-to-face, or in a series of shorter sessions if delivered virtually.

At a glance

Our behaviour impacts our results. Mastering our behaviour transforms relationships and outcomes. This workshop helps you better understand your behaviour and how you can adapt it to secure the best outcome.

The difference it makes

You'll learn how your behaviour impacts others, how you can better manage your reactions and, ultimately, how you can successfully adapt your behaviour and language in any situation to secure the best result.

The types of things we cover

- Understanding your own motivations and those of others
 - Knowing your triggers and spotting them in others
 - How others view you and the 360-degree feedback perspective
 - Managing your reactions
 - The benefits of adapting your behaviour
 - How to remain authentic and adapt your behaviour
 - Techniques for better communication.
- Can be extended to include the [How to improve business performance by getting Straight A's in Interpersonal Excellence](#) workshop

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“

It was fascinating to learn about my behaviour in the workplace and how I can adapt it to everyone's best advantage. The style of coaching and enthusiasm of the people involved really helped the subject matter hit home.

Director of a UK Transport Business

Where do I go from here?

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Book a workshop

Other workshops →

How to present brilliantly online

Two-hour skill builder for presenters at all levels. Delivered virtually.

At a glance

The increase in remote working and the reduction in business travel mean that many of us spend much of our day on Zoom calls and in MS Teams meetings. So how do you get your presentations to stand out from the crowd and make a big impact when everything looks the same on the small screen? This workshop provides the answer and can be run for teams, or groups of presenters about to speak at an online event. We can also extend the workshop to partner with presenters on a one-to-one basis to help shape their content and rehearse them for high profile speaking engagements.

The difference it makes

Participants will leave the workshop inspired to take the best practices from the 'old world', together with new tips, tricks and techniques for the digital age, to deliver brilliantly online.

About our workshops

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Your new found confidence will make your presentations leap off the screen straight in to the hearts and minds of your audience, getting them to sit on the edge of their chairs... the front edge, ready to take action – based on what you've told them.

The types of things we cover

- Clarifying the purpose of your presentation
- Structuring your presentation for maximum effect
- Tips and techniques for prioritising your content
- Using your camera to best effect
- Online body language
- Driving up interactivity
- Tech to harness, beyond Zoom and MS Teams.

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“

I learnt so many easily implementable ways to help me present and engage better online – all brought to life for real, in an online workshop of course.

High Potential Programme participant
Global Portfolio Business

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