

EXECUTIVE CENTRAL SALES PROGRAMS

**BUILD A
DYNAMIC AND
PASSIONATE
SALES
CULTURE**

Rob Balmer, Managing Director.

WHO WE ARE

Executive Central is a group of senior executives who partner with you to develop an organisation where people are inspired to thrive and empowered to succeed.

We build long-term relationships with our clients – senior executives across a wide range of business areas throughout Australia and the Asia-Pacific region.

As trusted advisors we help organisations create a road map for success, future-proofing your business by enabling your most valuable assets - your people - to become their best selves.

We deliver pragmatic coaching and consulting programs designed and delivered by executives with C-level experience. Our programs cover four key interrelated practice areas: Leadership, Sales, Strategy and Diversity. We also offer a unique Coaching Academy program that applies current coaching models and methodologies to the realities of organisational life.

WHY SALES?

At Executive Central we know highly successful organisations have one thing in common - they centre their entire organisation around their customers' needs. In the contemporary environment organisations need a sales and customer-focused culture that enables agile and effective responses to changing conditions.

Companies reinvent strategy, marketing, innovation and diversity of human resources as responses to the challenges of globalisation, demographic and other change phenomena, yet few include Sales in their thinking.

In fact the Sales function is just as vulnerable as every other part of your business to contemporary turbulence.

This is why we offer a suit of programs to help you create dynamic, agile and effective sales teams: individuals and teams who are able to provide a vital professional and consultative interface between you and your customers.

HOW WE CAN HELP

We offer practical group and individual coaching to help you develop teams of high performance consultative selling professionals.

Our programs are built around the complex skill-sets that contemporary consultative selling requires.

We undertake extensive needs analysis to ensure that content is tailored to your unique situation. Our programs are designed for busy people, with minimal time out of the work-place. Evaluation and measurement of ROI is built in to program design.



SALES



ABOUT OUR PROGRAMS

All our programs draw on cutting edge practice methodologies and are delivered through 10 Sales modules. We tailor the content and format of the programs to suit your needs. What does stay the same is a focus on putting the learning into immediate practice – a true coaching approach.

ADAPTOR® Sales Excellence Program

Our Professional Sales System Program equips your client facing and sales teams to create long-term trusted relationships with your customers through the ADAPTOR® consultative selling process.

LEADER Sales Management System®

Develops sales managers and professionals as visionary influencers, leading on a sales and customer-centric culture and inspiring sales teams towards success.

SALES COACHING

We provide one-on-one coaching engagements for sales professionals, sales managers and executives to help them achieve outstanding business results and invaluable, individual outcomes.



Are you ready to build a dynamic and passionate sales culture? We can help.

Contact us at info@executivecentral.com.au or call **1300 737 495**

You can find details of all our programs at www.executivecentral.com.au

OUR PERFORMANCE GUARANTEE

“We think that any organisation in the business of performance improvement should absolutely guarantee its own performance. We believe so strongly in the success of our work and stand so firmly by our results that we offer a full or partial service refund if clients don’t see expected returns.” **Rob Balmer, Managing Director, Executive Central**