

# Professional Sales and Business Development Training

Achieving Maximum Results and Your Maximum Potential



Accelerant Sales Training  
by Accelerant Sales Group



Professional Ongoing Sales Training and Business Development Learning Solutions that are designed and delivered custom for your organization:



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### *Who is Accelerant?*

Accelerant Sales Training™ is a company that started with a vision. This vision was to bring to market the best professional training programs on the market that could be delivered in the most convenient formats possible. The key differentiator of the Accelerant Advantage™ and Accel-Port™ training programs are that they were co-developed by professional sales management people as well as PhD's in academia from institutions like New Jersey Institute of Technology and Drexel University. Our sales and management training is backed by in depth studies of over 15,000 industry leading sales professionals.

This level of research makes our program unique and extremely effective for maximum sales, profitability and results. Our training is delivered in four available formats, Face To Face Workshop Training, Web Based Real Time Learning, Self-Paced (LMS) Training Web Modules and Podcast Audio Learning Modules. This custom developed program and delivery method make learning something you can do when and where you want it and allows you to reinforce parts or all of the training at any time. Our tools and staff are the best and most qualified in the business and our technology is unmatched for ease of use and value. Accelerant's Learning Management System (LMS) can be connected via a secure web connection to your firms Intranet or accessed via the web for a seamless integration and university style learning experience.

### PURPOSE |

Our goal is very simple: To make your sales and team members the most effective team in the business with the best results, sales and profitability. Our approach is holistic in that it covers not only developing professional skills but also promotes the positive attitude to grow and continue to exceed your personal potential. The focus on relationship continuity is the key to long term customer retention and sales growth.

### PROCESS |

Our training involves a proactive approach to assure the maximum possible results. It starts with surveys of each student and takes the feedback to design the highlighted training exercises. The training involves presentation learning, role playing, coaching and exercises. The trainings are conducted at your facility, off site or via computer and Internet (LMS) based training sessions. Each student receives a certificate and continuing education credits on Accel-Port™ as they work towards a mastery of their profession.

### PAYOFF |

The results and benefits of Accelerant Sales Training lasts a lifetime and can be reinforced as much and as often as possible. The skills you gain from our programs will improve your effectiveness in your business and personal life as well. Because our programs are geared for both short and long term benefit they are designed to allow you to increase your knowledge as you build your career. The Accelerant Advantage™ becomes your compass to navigate to a successful and rewarding career. The end goal is a win-win scenario where you benefit by exceeding your goals and performance targets allowing your firm to exceed corporate goals for business and market growth.



## SALES MANAGER TRAINING |

Accelerant Sales Manager training is geared around giving managers the skills and best practices to motivate the modern sales team. This training has a strong focus on empowerment of team members and allowing each person to excel and exceed goals. The focus incorporates professional management training as well as the implementation of a system of providing maximum career paths and income potential for team members.

## SALES ASSISTANT AND CUSTOMER SERVICE REPRESENTATIVE TRAINING |

Sales Assistants and Customer Service Representatives play a key role in the overall management of the business as well as team performance and motivation. Accelerant recognizes this importance and has a custom training to fit the needs of these team members. The focus of this training is an overview of the sales process with a strong emphasis on best practices for sales support, client and time management. Since the sales support and service staff constantly interacts with customers there is a professional focus on client relationship management, phone skills as well as execution of key tasks needed to drive maximum profits and revenue.

## SALES REPRESENTATIVES & ACCOUNT MANAGER TRAINING |

This training covers the seven step Accelerant Advantage™ personal selling process that is tailored to the needs of your firm and client needs. This program is designed to harness each representative's talents and uniqueness to allow an execution of excellent results day in and day out. By following a proven research based and tested process, sales representatives follow a process that allows them to "master their craft". This training has a strong focus on reflection and challenging of one's self to constantly become better and work hard in areas where development is needed. The development of a person's esteem about a professional sales career is also a strong focus to allow for complete results and goal attainment. Both face to face and telephone sales selling, closing and relationship management techniques are covered in this training.



### Accelerant Advantage™ Seven Step Sales Process

Source: Anderson, Dubinsky, Mehta, "Personal Selling" Houghton Mifflin.



ACHIEVING MAXIMUM RESULTS AND YOUR MAXIMUM POTENTIAL



Accelerant Sales Training™ Founder with Bill Gates



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