

Prosell

When performance matters

Train the Trainer

Transforming Performance

UK | Australia | USA | India | Singapore | Germany | Hungary | Brazil | China



Your training team and business performance



Learning and Development (L&D) can be the differentiator that keeps your organisation ahead of the competition.

Consider those in a sales or customer service role. Both groups represent your organisation and its brand; how well they do this depends on their knowledge, skills and behaviours.

Early identification and resolution of those needs helps those sales and service teams to achieve their targets, impacting on:

- Business profits
- Customer satisfaction
- Customer retention
- Customer lifetime value

Many hours are spent each year providing training programmes. But is this *always* the right solution?

How can you be sure you are delivering what the business needs to deliver even better results?

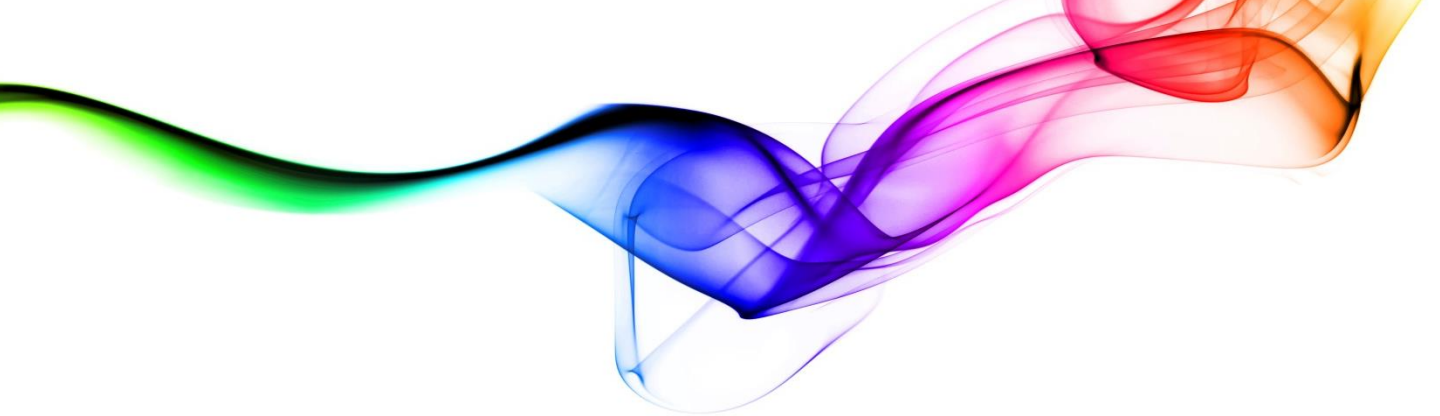
A tangible ROI

We have delivered tangible, measurable and continuous performance improvement for large organisations around the world, including O2.

At O2 ([read our case study](#)), our goal was to raise the profile of the training team as a revenue generating unit.

Selected trainers participated in **Prosell's** 3 module programme, which delivered these results:

- ↓ 12% - induction period
- ↑ 6% - call quality
- ↑ 10% - first time resolution
- ↑ 13% - call efficiency



Delivering the right solution

As the L&D specialist you are ideally placed as the internal consultant, engaging with your colleagues to identify and fulfil their training needs.

- Do you deliver an existing training solution?
- Or is a new programme more appropriate?
- What alternatives are there to training?

These questions are designed to ensure that those participants who attend your programmes are participating in suitable training, creating efficiencies in the business training budget.

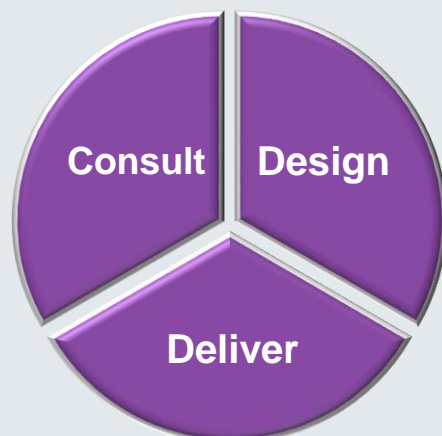
Our Train the Trainer programme

We enable you to develop the expertise you need to support the business.

We start by understanding what it is you need, then we put together a programme that delivers the components you need, customised to your requirements.

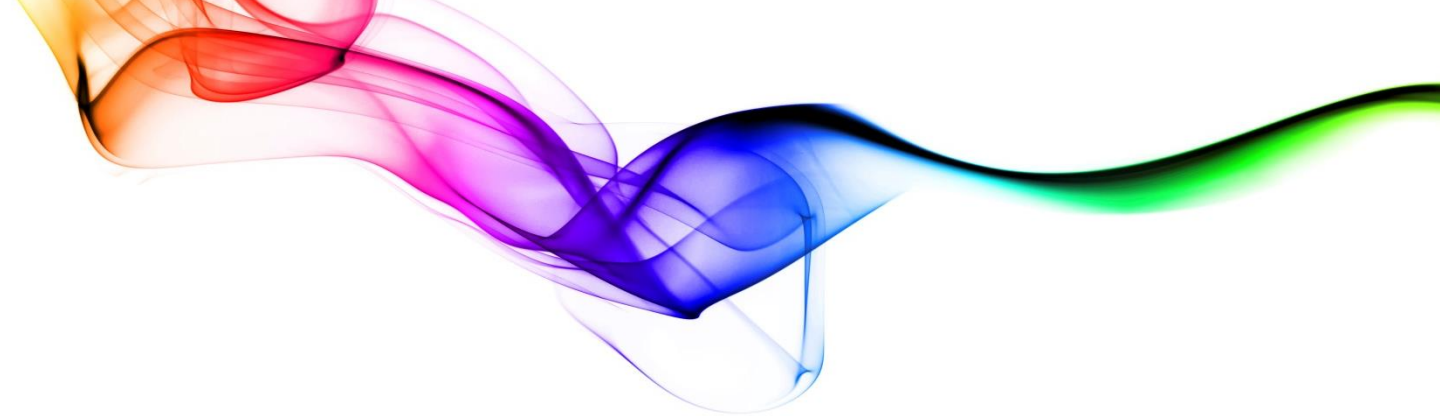
Our core Train the Trainer programme includes:

- **Consult** - raise your profile as a revenue generating resource by matching what you deliver to business needs
- **Design** - for those trainers developing learning materials, so they deliver the brand
- **Deliver** - a consistent standard of excellence across all trainers delivering valued learning experiences



- At each stage, as you engage with your internal audience, you need to show the quality and consistency in approach that you expect of participants
- Success in each area generates recognition within the business of your training team's contribution to results

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Why choose Prosell

The programme



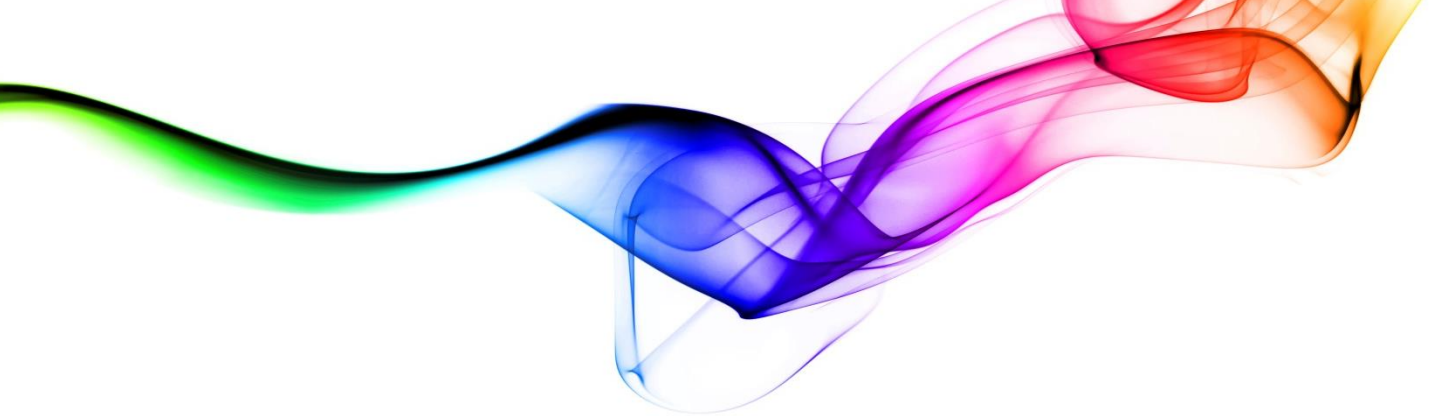
Our programme equips your training teams with effective consultancy, design and delivery skills and techniques.

This helps to maximise your training budget and also helps your sales and customer service teams to deliver greater revenues and better customer service.

By helping your teams to perform better, employee motivation grows, impacting again on customer satisfaction levels.

What makes it so effective?

- **Improving performance focus** – revenue growth, better service, employee retention
- **Connects the business and training** - providing the consulting skills that demonstrate how the training team adds value where needs exist
- **Flexible** – the components can be delivered as standalone or an integrated programme
- **Customisable** – integrating into your current practices, rather than a separate 'initiative'



About Prosell

Founded almost thirty years ago, we are an international skill development and performance consultancy, specialising in sales and customer service environments.

We challenge our clients and their managers and employees to be the best they can be, to do things differently and to change behaviours to improve performance.

We work with you not only to improve, but also to fundamentally transform your sales and service; focussing on not just the “what” you do, but also the “how” you do it.

Through performance coaching we empower everyone within the business to create that change and in so doing, make the change and the learning continuous.

We believe that behavioural change creates results and we are totally driven by generating tangible results for our clients.

We have a network around the world of **Prosell** offices and over 200 trainers, enabling us to rollout programmes locally and quickly to wherever a client needs us, in whichever language they want.

We deliver results not training events – because performance matters.

Our customers

We've transformed the performance of many major companies around the world, including:

- Comcast - US
- Post Office®- UK
- Lloydspharmacy (part of Celesio) - UK
- Monsanto - Eastern Europe
- Lloyds TSB International - UK and EMEA
- An Post - Ireland
- Ricoh – Australia
- Mitsubishi – Asia Pacific
- BT Global - globally
- Dell- globally

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Learning
Limited**

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