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Learning

Custom E-learning Solutions

Customized Solutions

Do you need online learning that's customized to your organization? Our custom e-learning solutions offer tailored ways to fill training gaps and address specific performance issues for a more effective outcome.

Choose from over 80 courses

Customize courses from a growing catalogue of over 80 courses, covering leadership, emotional intelligence, wellbeing, customer service, sales, and sales leadership. Suitable for all industries and sectors.

Choose your level of customization

We offer different levels of customization and interactivity to suit your needs and budget.

Looks and feels like your organization

We comply with your brand guidelines.

Contextualize the content

We'll work with you to ensure the content and scenarios are directly relevant and recognizable to your audience by reflecting on your working practices and environments.

Flexible approach

Our approach is consultative and collaborative. We can also accommodate clients regardless of their location, training goals, or requirements. We'll adapt to your needs and preferred ways of working to deliver effective learning solutions.

Choose where to host

Utilize our Learning Management System (LMS) or host courses on your own. Our award-winning LMS can be white-labelled and provides extensive reporting capabilities.

Customized Solutions – in 3 Easy Steps

1. **Contact us to discuss your needs** – Complete the contact form on our website and a member of our team will contact you within 24 hours. They will help you select the courses and level of customization that is right for your business and the required learning outcomes.
2. **Customize Your Selected Courses** – We work closely with you (and business subject matter experts where applicable) to build your custom e-learning solutions, involving you at every step.
3. **Start learning!**

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Critical Sales Skills

The Critical Sales Skill Program, of around 30 (and growing) self-learning modules, is based on topics from our most successful training workshops of the last decade. We've grouped courses into topic areas, but programs can be designed based on your specific needs.

Our sales training suits all levels of knowledge, from beginners to experts. Each module takes around 30 minutes to complete and includes a mix of interactive activities, case studies, video, audio and supporting tools. A downloadable Action Plan is provided for every course, to help translate learning into results.

** Indicates sales leadership version also available – please see the 'Sales Leadership' section for further details.*

Setting Yourself Up for Success

Course Title	Description
The Psychology of Buying Satisfaction*	This module provides you with the details of the Psychology of Buying Satisfaction Model so that you can better engage your client and increase the chances of them moving forward with you. Learning Objectives • Demonstrate an understanding of the Psychology of Buying Satisfaction model, and how it applies to your own unique sales process • Identify the key behaviors required to successfully follow the Psychology of Buying Satisfaction model in a sales conversation • Explain some of the barriers that might arise throughout the sales process, and how to avoid and/or manage these barriers
Managing a Non-Supportive Buy Cycle*	This module will help you identify your non-supportive buying preferences and provides strategies to minimize their impact. Learning Objectives • Define the term 'non-supportive buy cycle' and describe how it affects specific customer-facing behaviors • Design an approach to minimize the impact of having a non-supportive buy cycle • Develop a plan that will support you in managing clients that have a non-supportive buy cycle
Sales Self-Image & Resilience	In this module, you'll be encouraged to reflect on your current self-image as a sales professional and identify what impact this may have. Learning Objectives • Demonstrate an understanding of how your self-image and desire to be liked, impact your success. • Create an action plan that will support you in developing a stronger sales self-image.
Comfort Discussing Money*	This module will help you identify any non-supportive beliefs you hold regarding money and provides strategies to minimize their impact. Learning Objectives • Explain what beliefs are and how they can impact personal success. • Define Comfort Discussing Money and how it affects specific customer-facing behaviors. • Design an approach to minimize the impact of discomfort discussing money.

Inspiring Personal Desire*	In this module, we will look at goal setting across your life, including setting sales activity goals. Learning Objectives • Establish meaningful goals and create action plans to ensure they are achieved. • Set activity goals for your sales performance and track progress to ensure success.
Activity Goal Setting*	The best sales professionals enjoy tracking their performance. This module will explore how to create a Performance Dashboard that reflects your progress over time in terms of critical numbers that you need to achieve. Learning Objectives • Identify the importance that goal setting plays in achieving the life you desire. • Create a performance dashboard that measures your success on both metric and activity goals.

Becoming a Trusted Advisor

Course Title	Description
Building Instant Rapport*	Highly successful people first build a strong rapport base and then move into influencing strategies. This module will help you build rapport quickly and effectively. Learning Objectives • Demonstrate an understanding of the impact rapport can have in facilitating relationship-building with clients • Apply techniques to facilitate rapport building (and minimize differences) between yourself and buyers • Implement an action plan that will guide you in practicing and improving your ability to deepen relationships instantly and leverage client trust
Acknowledging & Empathizing	This module explores the critical role empathy plays in customer conversations, to both connect with customers and show positive inquiry. Learning Objectives • Identify how to use acknowledgement and empathy to help customers feel valued and understood. • Demonstrate an understanding of matching & mirroring and parrot phrasing to build rapport and trust with customers. • Create a plan to implement these techniques in your role.

Conversational Rapport*	This module explores the techniques of social, business and emotional rapport and how you can leverage these to build trust. Learning Objectives • Demonstrate an understanding of the impact conversational rapport can have in facilitating relationship-building with clients • Apply conversational rapport techniques to facilitate rapport building between yourself and buyers • Implement an action plan that will guide you in practicing and improving your ability to deepen relationships and leverage client trust
Reframing Self-Limiting Beliefs	This module helps to create awareness so you can identify if some of your beliefs are holding you back from being even more successful as a customer-facing professional. Learning Objectives • Outline some of the more impactful self-limiting beliefs that affect customer-facing professionals. • Focus on the supportive beliefs you possess that support selling success. • Identify self-limiting beliefs that may sabotage selling success. • Create an action plan that will help you reframe or eliminate self-limiting beliefs.
The Ideal Qualifying Process*	One of the biggest problems that sales professionals face is waste. This module will help you in saving time by qualifying effectively. Learning Objectives • Define the process of qualifying in sales • Identify the impact that 'Happy Ears' (hearing what you want to hear) has on your sales success. • Define your ideal client or customer profile. • Establish a robust qualifying process.

Influencing Thinking

Course Title	Description
Influence - Decision Making*	In this module you will learn to discover how people work and think, giving you the unique ability to adapt any communication process that isn't working for you. Learning Objectives • Explain the critical differences between an internal and external decision-maker. • Correctly identify a person's decision-making style. • Use appropriate influencing techniques for internal and external style preferences.

Influence - Motivation	In this module, you will learn about motivational thinking styles. This will help you tap into how people become motivated to act on something and communicate with them in a way they will find motivating. Learning Objectives • Explain the critical differences between toward and away in terms of how people get and stay motivated. • Correctly identify a person's motivation style. • Use appropriate influencing techniques for toward and away style preferences.
Linking Statements	In this module, you'll learn how to effectively guide customers through the conversation, using Linking Statements to provide the maximum value possible. Learning Objectives • Introduce ideas and concepts to customers in a seamless way that demonstrates listening and increases engagement. • Create an action plan to improve your proficiency in utilizing Linking Statements in conversations.
Influential Sales Language Patterns*	Even the strongest sales professionals can sometimes find it daunting to open conversations, such as cross-selling, value add, referrals, asking challenging questions or trial closing. Whatever the reason, if you ever feel that your conversations are slightly awkward or 'clunky' and you're not sure how to choose the wording that's both comfortable and persuasive, then the techniques in this module will be invaluable. Learning Objectives • Demonstrate an understanding of the Pace & Lead and Embedded Command language patterns and how they can positively impact the outcome of a sale. • Create an action plan to improve your proficiency in utilizing these language patterns in conversations.
Perceptual Positions*	This module will help you build an extraordinary level of flexibility and self-awareness when meeting with clients, difficult or otherwise. It will explore the behavioral science model of Perceptual Positions as a mindset and planning technique that will help you truly be client focused. Learning Objectives • Outline the value of being able to view situations from different perspectives. • Describe the Perceptual Positions model of viewing different perspectives and how it can be used by customer-facing professionals. • Clearly define the three Perceptual Positions and outline the advantages and disadvantages when applied in selling situations. • Create an action plan which will develop your ability to use the Perceptual Positions model to build self-awareness and be more effective with your clients.

Gain Commitment & Advancing Opportunities*	In this module you'll learn how to build commitment throughout the conversation, so clients feel a sense of ownership and desire to act. Learning Objectives • Proactively progress the sale in a way that's comfortable for both yourself and the client. • Explain the importance of mindset on closing. • Identify the appropriate time to implement closing techniques. • Create a plan to implement the four closing techniques in your role.
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Engaging Customers to Make Decisions

Course Title	Description
Discovery Questions*	In this module, you will learn how to ask questions to encourage the customer to consider things about their situation and needs they previously hadn't thought of. Learning Objectives • Demonstrate an understanding of the importance of asking Discovery Questions to tap into customer needs. • Construct Discovery Questions that expose needs and wants in a compelling way. • Create a plan to improve your use of Discovery Questions in your customer conversations.
Tension Building Questions*	In this module, you will learn how to ask questions to create an 'emotional shift' in clients that will inspire them to action. Learning Objectives • Demonstrate an understanding of the importance of asking Tension Building Questions to tap into customers' emotional and logical needs. • Construct Tension Building Questions that expose needs and wants in a compelling way. • Create a plan to improve your use of Tension Building Questions in your role.
Criteria Questions*	This module will discuss how to understand a customer's buying criteria, which is the first vital step in the process of becoming a trusted advisor. Learning Objectives • Demonstrate an understanding of the importance of eliciting your customer's buying criteria. • Follow the criteria questions approach to identify a customer's emotional criteria. • Create a practice plan to improve your use ability to identify and leverage criteria with your customers.

The Art of Chunking	What customers say may not always be what they mean. To ensure we are responsive to them and gain a stronger understanding of their needs and challenges, we must first make sure we are clear on what they are saying. Chunking will support you to gain clarity regarding customers' deeper-level thinking. Learning Objectives • Explain the concept of chunking. • Use chunking to get a better understanding of what customers are really thinking or trying to communicate. • Identify the difference between a deletion, distortion and generalization in a customer's communication.
Differentiating Value*	In this module, you will learn how to identify your particular value differentiation, how it benefits your client and how to discuss it with them in such a way that they feel it. Learning Objectives • Explain the term 'Value Proposition' and how to integrate emotional buying reasons into the way you build value. • Identify the best time during a conversation to position your solution and value proposition. • Identify what your value proposition is (from a client's perspective) and position value so they can feel it.
Insight Stories	Stories have a profound effect on our brains and our behavior. Your customers are more likely to remember a good story and the information you provided as part of the story; it will stick with them as you work your way through the conversation and, when done right, can create insight and motivate action. Learning Objectives • Use Insight stories to connect, guide and influence customers' thinking • Use storytelling to help customers recognize the value of making changes or taking action.

Outbound Conversations

Course Title	Description
Prospecting - Mindset and Lead Generation*	This module will help you develop the right mindset and conversational approach to succeed in securing meetings from prospecting. You will also create a compelling prospecting plan. Learning Objectives • Define what prospecting is and why it's important to keep a continuous focus on it. • Identify some of the mindset challenges associated with prospecting and create an action plan to help you overcome these. • Create a lead generation plan to help you drive and track your prospecting activity.
Prospecting - Elevator Pitch*	By the end of the module, you'll know how to deliver confident, relevant and accurate messaging, using an elevator pitch and increase the chances your prospect will want to engage in a sensible and mutually beneficial conversation. Learning Objectives • Define and explain the 'elevator pitch' and what it's designed to achieve. • Create an effective elevator pitch of your own. • Create an action plan that will support you in creating niche elevator pitches on the fly.
Prospecting - Call Planning*	This module will expand on the concept of Prospecting by looking at Call Planning. This will involve exploring how to plan for and conduct cold or warm lead calls to secure a meeting. Learning Objectives • Define the objective and purpose of your prospecting calls. • Identify the impact of 'call reluctance', what causes it and how you can begin to resolve it. • Apply a process to secure meetings from a compelling introductory call.

Turning Objections into 'Yes'

Course Title	Description
Tackling Common Objections*	Objections are inevitable. The key is to understand why the customer is objecting – you must take the time to uncover this if you hope to move forward in a mutually beneficial way. While customers may object for many reasons, in this module we'll look at some common causes and when they are most likely to occur. Learning Objectives • Explain what objections are and why they occur. • Identify customer objections you commonly face.
Neutralizing Objections*	In this module we look at how to immunize against common objections, to make a significant difference to your approach. Learning Objectives • Identify and address the (often) hidden real objection. • Create an action plan to better immunize against your most common objections before they occur.
Reframing Objections*	In this module, we will tackle how to work with objections that weren't immunized against, what mindset you'll need to have to manage them effectively and a simple and robust process for working with objections. Learning Objectives • Discuss how to negotiate around objections using 'chunking'. • Identify any mindset issues you have regarding the tackling of objections. • Create an action plan that will support you in applying an effective model for successfully reframing objections.
Replacing an Incumbent Vendor*	This module will explore how to manage and approach the conversation when your prospect has an incumbent vendor or supplier. Learning Objectives • Identify what it really means when a prospect uses an incumbent provider. • Approach the incumbent vendor conversation with the right attitude and approach. • Create an action plan that will assist you in moving from Solution to Insight Selling.



Sales Leadership

Our Sales Leadership Program provides experienced and emerging sales leaders with access to a range of courses, covering the core principles, skills, tools, templates, processes and models needed to lead and inspire dynamic and highly productive sales teams.

We've grouped courses into topic areas, but programs can be designed based on your specific needs. Each module takes around 30 minutes to complete and includes a mix of interactive activities, case studies, video, audio and supporting tools.

A downloadable Action Plan is provided for every course, which includes tips on how to embed key concepts with your team to help translate learning into results.

Setting Yourself Up for Leadership Success

Course Title	Description
The Psychology of Buying Satisfaction	This module provides you with the detail of the Psychology of Buying Satisfaction Model so that you can better engage your client and increase the chances of them moving forward with you. Learning Objectives • Demonstrate an understanding of the Psychology of Buying Satisfaction model, and how it applies to your unique conversational process. • Identify the key behaviors required to successfully follow the Psychology of Buying Satisfaction model in a conversation. • Explain some of the barriers which might arise throughout the conversation and how to avoid and/or manage these barriers.
Managing a Non-Supportive Buy Cycle	This module will help you identify non-supportive buying preferences you or your team members may have and provides strategies to minimize the impact. Learning Objectives • Define the term 'non-supportive buy cycle' and describe how it affects specific customer-facing behaviors • Design an approach to minimize the impact of having a non-supportive buy cycle, for yourself and your team • Develop a plan that will support you and your team in managing clients that have a non-supportive buy cycle
Comfort Discussing Money	This module will help you identify any non-supportive beliefs you or your team members hold regarding money and provides strategies to minimize their impact. Learning Objectives • Explain what beliefs are and how they can impact personal success. • Define Comfort Discussing Money and how it affects specific behaviors. • Design an approach to minimize the impact of discomfort discussing money.
Leader Self Image & Resilience	In this module, you'll be encouraged to reflect on your current self-image as a leader and identify what impact this may have. Learning Objectives • Critically review your self-image in relation to Leadership. • Understand the implications of having a negative self-image on your ability to hold your team accountable. • Work through your sales self-image and determine how to work with your team on theirs to resolve any negative perception they have on selling.

Reframing Self-Limiting Beliefs	Often, we are not even aware of how the beliefs we have impact on our behavior. This module helps to create awareness so you can identify if some of your beliefs are holding you back from being even more successful as a leader. Learning Objectives • Outline some of the more impactful self-limiting beliefs that affect leaders. • Focus on the supportive beliefs you possess that support your success. • Identify self-limiting beliefs that may sabotage your success. • Create an action plan that will help you re-frame or eliminate self-limiting beliefs.
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Being the Coach

Course Title	Description
Coaching for Sales Success	This module will equip you with the skills and awareness to have effective coaching conversations, enabling you to build the capability of your team to deliver results. Learning Objectives • Define the components of the High-Performance Equation. • Deliver supportive coaching conversations with team members that are either meeting or not meeting, their goals.
Reframing Sales Consultants' Self-Limiting Beliefs	This module will help you to identify when limiting beliefs are present and tackle them in a way that encourages your people to feel comfortable rethinking their (often tightly held) perspective on the world. Learning Objectives • Identify some of the more impactful self-limiting beliefs that affect customer-facing professionals. • Use a language approach (called the Meta Model) to help you challenge beliefs. • Apply a conversational framework that will enable you to help people reframe their self-limiting beliefs.
Tackling Common Objections	While customers may object for many reasons, in this module we'll look at some common causes and when they are most likely to occur. Learning Objectives • Explain what objections are and why they occur. • Identify customer objections you commonly face.

Neutralizing Objections	In this module we look at how to immunize against common objections, to make a significant difference to your conversational approach. Learning Objectives • Identify and address the (often) hidden real objection. • Support your salespeople to create an action plan to better immunize against the most common objections before they occur.
Reframing Objections	In this module we will tackle how to work with objections that weren't immunized against, what mindset is required to manage them effectively and a simple and robust process for working with objections. Learning Objectives • Discuss how to negotiate around objections using 'chunking'. • Identify any mindset issues your salespeople have regarding the tackling of objections. • Support your salespeople to apply an effective model for successfully reframing objections.
Discovery Questions	In this module, you will learn how to ask questions to encourage the customer to consider things about their situation and needs they previously hadn't thought of. Learning Objectives • Demonstrate an understanding of the importance of asking Discovery Questions to tap into customer needs. • Construct Discovery Questions that expose needs and wants in a compelling way. • Create a plan to improve your use of Discovery Questions in your customer conversations.
Tension Building Questions	In this module, you will learn how to ask questions to create an 'emotional shift' in clients that will inspire them to action. Learning Objectives • Demonstrate an understanding of the importance of asking Situation and Tension Building Questions to tap into customers' emotional and logical needs. • Construct Situation and Tension Building Questions that expose needs and wants in a compelling way. • Create a plan to improve your use of Situation and Tension Building Questions in your role.

Criteria Questions	This module will discuss how to understand a customer's buying criteria, which is the first vital step to becoming a trusted advisor. Learning Objectives • Demonstrate an understanding of the importance of eliciting your customer's buying criteria. • Follow the criteria questions approach to identify a customer's emotional criteria. • Create a practice plan to improve your use ability to identify and leverage criteria with your customers.
Gaining Commitment & Advancing Opportunities	This module focuses on building commitment throughout the conversation, so clients feel a sense of ownership and desire to act. Learning Objectives • Proactively progress the sale in a way that's comfortable for both yourself and your client • Explain the importance of mindset on closing. • Identify the appropriate time to implement closing techniques. • Create a plan to implement the four closing techniques with your team.
Differentiating Value	In this module, you will learn how to identify your particular value differentiation, how it benefits your client and how to discuss it with them in such a way that they feel it. Learning Objectives • Explain the term 'Value Proposition' and how to integrate emotional buying reasons into the way you build value. • Identify the best time during a conversation to position your solution and value proposition. • Demonstrate an understanding of how customer-facing professionals can easily 'decline to a commodity' when selling to their clients. • Identify what your value proposition is (from a client's perspective) and position value so they can feel it.
Replacing an Incumbent Vendor	Many customer-facing professionals find competing against an incumbent vendor daunting and difficult to deal with. This module will explore how to manage and approach the conversation when the prospect has an incumbent vendor or supplier. Learning Objectives • Identify what it really means when a prospect uses an incumbent provider. • Support your salespeople to approach the incumbent vendor conversation with the right attitude and approach, moving from Solution to Insight Selling.

Influential Sales Language Patterns	Even the strongest sales professionals can sometimes find it daunting to open conversations. If you ever feel that your team's conversations are slightly awkward or 'clunky' and they're not sure how to choose the wording that's both comfortable and persuasive, then the techniques in this module will be invaluable. Learning Objectives • Demonstrate an understanding of the Pace & Lead and Embedded Command language patterns and how they can positively impact the outcome of a sale. • Create an action plan to improve your own, and your team's, proficiency in utilizing these language patterns in conversations.
Building Instant Rapport	Highly successful people first build a strong rapport base and then move into influencing strategies. This module will help you build rapport quickly and effectively. Learning Objectives • Demonstrate an understanding of the impact rapport can have in facilitating relationship-building with clients. • Apply techniques to facilitate rapport building (and minimize differences) between yourself and buyers. • Support your sales team in practicing and improving their ability to deepen relationships instantly and leverage client trust.
Conversational Rapport	This module explores the techniques of social, business and emotional rapport and how your team members can leverage these to build trust. Learning Objectives • Demonstrate an understanding of the impact conversational rapport can have in facilitating relationship-building with clients. • Apply conversational rapport techniques to facilitate rapport building between your team members and buyers. • Implement an action plan that will guide your team in practicing and improving their ability to deepen relationships and leverage client trust.
The Art of Chunking	In this course, we'll explore how the language techniques of Chunking and the Meta Model for drilling down in conversations to uncover deeper-level thinking and break through impasses. Learning Objectives • Communicate more effectively by knowing how to identify and adapt your communication style to a 'Global' or 'Specific' thinker. • Use Chunking to get a better understanding of what people are really thinking or trying to communicate. • Recognize 'filtered language' ('Deletions', 'Distortions' and 'Generalizations'). • Apply the Meta Model to sharpen your ability to interrogate reality and ask the right questions at the right time to gain clarity.

Holding Others Accountable

Course Title	Description
Running Effective Team Sales Meetings	This module will help you utilize meetings effectively, providing you with a specific flow to follow and tips for understanding the attitudes of the people attending the meeting. Learning Objectives • Plan for and structure effective performance team meetings to increase productivity and overall results
Delivering Performance Conversations	This module will help you develop a culture of accountability where individuals are motivated to provide you with the outcome of their work and accept responsibility for the results they achieve. Learning Objectives • Recognize how your mindset can affect your ability to apply Accountability. • Follow a process for performance conversations. • Recognize the importance of praising good performance. • Utilize a structure for low-performance conversations.
Exerting Influence - Decision Making	This module will help you improve your ability to understand, connect and influence people by developing your ability to adapt any communication process that isn't working for you. Learning Objectives • Explain the critical differences between an internal and external decision-maker. • Correctly identify a person's decision-making style. • Use appropriate influencing techniques for internal and external style preferences.
Tracking Sales Activity	As a leader, your key responsibility is to ensure that your people accomplish the goals set by your organization. This module will help you measure your salespeople's results, so you can manage them effectively. Learning Objectives • Explain the difference between Leading (activity-based measures) and Lagging indicators (outcome or result measures). • Work out the relevant leading indicators for your team. • Create a performance dashboard that measures success.

Building & Managing the Qualifying Process	One of the biggest problems that sales professionals face is waste. This module will help you support your team to save time by qualifying effectively. Learning Objectives • Define the process of Qualifying and its importance in sales management. • Define your ideal client or customer profile with your sales team. • Establish a robust Qualifying Process for your team to follow. • Explore the impact that 'Happy Ears' and other mindset issues have on sales success. • Develop a conversational approach for having pipeline conversations with your salespeople.
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Motivating People

Course Title	Description
Establishing Meaningful Goals	People can achieve almost anything in life provided they have enough reasons to do it. What are the 'big enough reasons' for your people to shape themselves into the ultimate Sales Professionals that they want to be? In this module, we will look at a step-by-step process for setting meaningful goals. Learning Objectives • Establish meaningful goals and create action plans to ensure they are achieved. • Have meaningful conversations with your team regarding their personal goals and align this with their activity.
Perceptual Positions	This module will help you build an extraordinary level of flexibility and self-awareness. We will explore the behavioral science model of Perceptual Positions as a mindset and planning technique that will help you truly be client focused. In your role as a leader, this tool is effective to use when having performance conversations and to coach others to use in their meetings. Learning Objectives • Outline the value of being able to view situations from different perspectives. • Describe the Perceptual Positions model of viewing different perspectives and how it can be used by customer-facing professionals. • Clearly define the three Perceptual Positions and outline the advantages and disadvantages when applied in selling situations. • Create an action plan which will develop your ability to use the Perceptual Positions model to build self-awareness and be more effective with your team.

Understanding Core Motivational Drives	A critical component of leadership is being able to motivate your team, so you need to understand how people are motivated generally, not just in the workplace. This module provides theory, as well as techniques, for motivating people with their performance in mind. Learning Objectives • Explain the critical differences between 'Toward' and 'Away', in terms of how people get and stay motivated. • Correctly identify a person's motivation style and use appropriate influencing techniques for their style preferences.
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Outbound Conversations

Course Title	Description
Prospecting - Mindset and Lead Generation	This module will help you develop the right mindset and conversational approach to succeed in securing meetings from prospecting. You will also create a compelling prospecting plan. Learning Objectives • Define what prospecting is and why it's important to keep a continuous focus on it. • Identify some of the mindset challenges associated with prospecting and create an action plan to help you overcome these. • Create a lead generation plan to help you drive and track your prospecting activity.
Prospecting - Elevator Pitch	By the end of the module, you'll know how to deliver confident, relevant and accurate messaging using an elevator pitch and increase the chances your prospect will want to engage in a sensible and mutually beneficial conversation. Learning Objectives • Define and explain the 'elevator pitch' and what it's designed to achieve. • Create an effective elevator pitch of your own. • Create an action plan that will support you in creating niche elevator pitches on the fly.
Prospecting - Call Planning	This module will expand on the concept of Prospecting by looking at Call Planning. This will involve exploring how to plan for and conduct cold or warm lead calls to secure a meeting. Learning Objectives • Define the objective and purpose of your prospecting calls. • Identify the impact of 'call reluctance', what causes it and how you can begin to resolve it. • Apply a process to secure meetings from a compelling introductory call.



Customer Service

Customer service training is crucial to any organization that works with people. Our online customer service courses provide skills that create positive first impressions, manage customer expectations, and build customer loyalty.

Each course takes around 30 minutes to complete and includes a mix of interactive activities, case studies, video, audio and supporting tools. A downloadable Action Plan is provided for every course, to help translate learning into results.

Customer Service

Course Title	Description
The Psychology of Customer Satisfaction	This module provides you with the detail of the Psychology of Customer Satisfaction Model so that you can better engage your customers and increase the chances of them moving forward with you. Learning Objectives • Demonstrate an understanding of the Psychology of Customer Satisfaction model, and how it applies to customer conversations. • Identify the key behaviors required to successfully follow The Psychology of Customer Satisfaction process in a customer conversation. • Explain some of the challenges which may arise throughout the conversation and how to avoid and/or manage these.
Building Instant Rapport with Customers	Rapport involves creating a relationship of trust and believability. This helps you earn the right to ask deeper and more meaningful questions and establish trust. This module will help you build rapport quickly and effectively. Learning Objectives • Demonstrate an understanding of the impact rapport can have in facilitating relationship-building with customers. • Apply techniques to facilitate rapport building (and minimize differences) between yourself and customers. • Implement an action plan that will guide you in practicing and improving your ability to deepen relationships instantly and leverage trust.
Exploring Different Perspectives (Perceptual Positions)	This module will help you build an extraordinary level of self-awareness and flexibility, both personally and professionally. It will explore the behavioral science model of Perceptual Positions as a mindset tool that will help you adapt, connect with customers, better influence outcomes and apply emotional intelligence to customer conversations. Learning Objectives • Outline the value of being able to view situations from different perspectives. • Describe the Perceptual Positions model of viewing different perspectives and how it can be used by customer-facing professionals. • Clearly define the three Perceptual Positions and outline the advantages and disadvantages when applied in customer conversations. • Begin to explore how to use your self-awareness to navigate between the three Perceptual Positions.

Discovery Questions (Facts & Background)	In this module, you will learn how to ask questions to encourage the customer to consider things about their situation and needs they previously hadn't thought of. Learning Objectives • Demonstrate an understanding of the importance of asking Discovery Questions to tap into customer needs. • Construct Discovery Questions that expose needs and wants in a compelling way. • Create a plan to improve your use of Discovery Questions in your customer conversations.
Insight Questions	In this module, you will learn how to ask questions to create an 'emotional shift' in customers that will inspire them to action. Learning Objectives • Demonstrate an understanding of the importance of asking Insight Questions to tap into customers' emotional and logical needs. • Construct Insight Questions that expose needs and wants in a compelling way. • Create a plan to improve your use of Insight Questions in your customer conversations.
The Criteria Conversation	This module will discuss how to understand a customer's criteria, which is the first vital step to becoming a trusted advisor and is critical to understanding how they will decide if what you propose is of value to them. Learning Objectives • Explain the importance of discovering your customer's criteria. • Follow the criteria questions approach to identify a customer's emotional and logical criteria. • Create an action plan to improve your ability to identify and leverage criteria with your customers.
Chunking	To ensure we are responsive to them and gain a stronger understanding of their needs and challenges, we must first make sure we are clear on what they are saying. Chunking will support you to gain clarity regarding customers' deeper-level thinking. Learning Objectives • Explain the concept of chunking. • Use chunking to get a better understanding of what customers are really thinking or trying to communicate. • Identify the difference between a deletion, distortion and generalization in a customer's communication.

Establishing Agreement Frames (Linking Statements)	Being able to guide customers effectively through the conversations you have with them is vital if you want to provide the maximum value possible. If you ever feel that a part of a conversation feels slightly awkward or 'clunky' and you're not sure how to move seamlessly from one idea to another, then you'll find the technique in this module invaluable. Learning Objectives • Introduce ideas and concepts to customers in a seamless way that demonstrates listening and increases engagement. • Create an action plan to improve your proficiency in establishing agreement frames by utilizing Linking Statements in conversations.
Gaining Consent	The most effective service professionals help customers feel ownership of the decision process throughout a conversation and thus support their ability to take (and decide upon) positive action. Learning Objectives • Proactively progress the conversation in a way that's comfortable for both yourself and the customer. • Know the important role mindset plays in gaining consent. • Identify the appropriate time to confirm consent. • Create a plan to improve your use of conversational tactics to gain consent in customer conversations.
Reframing Customer Objections	Objections are an inevitable hurdle that all service professionals will deal with at some point. Having the right tools to respond to objections is key to your success. In this module, we will tackle what mindset you'll need to have to manage customer objections effectively. We'll also provide a simple and robust process for working with them. Learning Objectives • Use an approach to resolve customer objections in a way that still enables high customer satisfaction. • Confidently guide the customer toward a solution or outcome. • Create an action plan that will support you in applying an effective model for successfully reframing objections.



Emotional Intelligence & Wellbeing

Emotional Intelligence training improves interpersonal skills, motivation, communication and performance. In these courses, you'll learn practical skills and techniques to increase self-awareness, regulate emotions, build stronger relationships, communicate more effectively and increase happiness.

Each course takes around 30 minutes to complete and includes a mix of interactive activities, case studies, video, audio and supporting tools. A downloadable Course Journal and Quick Reference Guide is provided for every course, to help translate learning into results.

These courses are suitable for anyone interested in building their emotional intelligence.

* Indicates leadership version also available. Please see the 'Leadership Development' section for further details.

Emotional Intelligence & Wellbeing

Course Title	Description
Foundations of Emotional Wellbeing*	In this course, you will learn about the practices that contribute to resilience and well-being. This will enable you to build your resilience, so you're ready to meet challenges at work, home and in other areas of your life. Learning Objectives • Explain what it means to be resilient and how this can impact the way you respond to events and situations. • Recognize how your perception of what is within your control can impact your resilience. • Distinguish the styles of thinking that can contribute to having a resilient mindset.
Emotional State Management for Wellbeing*	This module will focus on the neuroscience of resilience and you will explore an advanced technique for emotional state management. Learning Objectives • Build an understanding of how thinking drives your behavior and outcomes. • Recognize your early warning signals of stress overload and apply techniques to build resilience. • Apply a mental agility technique (Association/ Dissociation) to help you change the way you perceive events and thus support your ability to be more resilient. • Increase your ability to build and maintain positive, healthy and stress-free workplace relationships.
Authentic Happiness	In this course, we'll look at why happiness is such a big deal and review what recent science is telling us about the key factors that affect happiness. Learning Objectives • Explore the beliefs you hold and unconscious thinking patterns that may be contributing, or getting in the way of your happiness. • Consider the implications of recent studies on personal happiness. • Implement a range of practical, research-backed strategies for tapping into and nurturing your happiness.
Cohesive Teams*	In this module, we'll explore the benefits of having a cohesive, high-functioning team and how you can go about enhancing your team's dynamics to create a team environment in which all members work together to successfully achieve unified goals. Learning Objectives • Explain how cohesion contributes to team performance. • Reflect on recent research regarding what makes a cohesive team. • Evaluate your team in terms of cohesion, trust and psychological safety.

Critical Self-Awareness*	While a multitude of factors can go into the making of a successful person, nearly all individuals who achieve high levels of personal and professional success have a keen sense of self-awareness. In this course, you will learn how to use a variety of strategies to develop your self-awareness, so that you can understand how others see you, and better align your actions with your intentions. Learning Objectives • Recognize how your feelings affect your performance and what you think, say and do. • Build your mind-body connection by better identifying which emotions you are feeling, your emotional triggers and your body's signals. • Use a variety of strategies to recognize and then change your emotions and behaviors, in the moment.
Applying Self-Awareness*	This module will help you build an extraordinary level of self-awareness and flexibility, both personally and professionally. It will explore the behavioral science model of Perceptual Positions as a mindset tool that will help you adapt, connect with people, better influence outcomes and apply emotional intelligence to relationships and interactions. Learning Objectives • Outline the value of being able to view situations from different perspectives. • Describe the Perceptual Positions model of viewing different perspectives and the key ways in which it can be used. • Clearly define the three Perceptual Positions and outline the advantages and disadvantages of each. • Begin to explore how to use your self-awareness to navigate between the three Perceptual Positions.



Transformational Leadership Skills

Our online leadership courses develop critical skills that advance individuals, teams, and organizations and are suitable for all leadership levels. Learn practical skills that will support your ability to lead with confidence.

We've grouped courses into topic areas, but programs can be designed based on your specific needs.

Each course takes around 30 minutes to complete and includes a mix of interactive activities, case studies, video, audio and supporting tools. A downloadable Course Journal is provided for every course to help translate learning into results.

Emotional Intelligence for Leaders

Course Title	Description
The Emotionally Intelligent Leader	In this course you'll learn why emotional intelligence is so vital for leadership effectiveness, the link between EI and Transformational Leadership and how you can build your skills. Learning Objectives • Define Emotional Intelligence as underpinned by the most prominent EI assessment in the world. • Identify combinations of EI competencies that support/derail leadership behaviors and how these play out in terms of observable signs and symptoms. • Explain how emotional intelligence underpins your ability to be a Transformational Leader. • Identify which EI competencies you need to excel.
The Importance of Resilience for Leaders	This course will enable you to build your resilience as a leader, so you're ready to meet challenges, navigate obstacles and lead your team to bigger and better results. Learning Objectives • Explain what it means to be resilient and how this can impact your leadership approach and the way you respond to challenging situations. • Recognize how your perception of what is within your control can impact your resilience as a leader. • Distinguish the styles of thinking that can contribute to having a resilient mindset.
Managing Your Emotional State	Emotion regulation is a key competence demonstrated by successful leaders. In this course, you will explore an advanced technique for managing your emotional state. Learning Objectives • Build an understanding of how thinking drives your leadership behavior and recognize your early warning signals of stress overload. • Apply a mental agility technique (Association/ Dissociation) to help you change the way you perceive events and thus support your ability to be more resilient. • Increase your ability to build and maintain positive, healthy and stress-free workplace relationships.

The Power of Self-Awareness for Leaders	This course will help you understand how to develop your self-awareness so you can recognize how others see you, and better align your actions with your intentions. Learning Objectives • Recognize how your feelings affect what you think, say and do. • Strengthen your mind-body connection by noticing the emotions you're feeling, how they show up and what triggers them. • Notice and then change your emotions and behaviors, in the moment, to get better results.
Taking Different Perspectives to Increase Self-Awareness	In this course we'll explore the concept of Perceptual Positions, which help us to view situations from different perspectives, increasing self-awareness and objectivity. Learning Objectives • Describe the Perceptual Positions model and how it can be used. • Clearly define the three Perceptual Positions and outline the advantages and disadvantages of each. • Begin to explore how to use your self-awareness to navigate between the three Perceptual Positions.

Cohesive Teams

Course Title	Description
The Critical Components Needed to Build a Cohesive Team	While many teams work well together, true success comes from being a cohesive team. In this course, we'll explore why team cohesion is so important, its role in team and organizational effectiveness and the key components needed to build a cohesive team. Learning Objectives • Explain how cohesion contributes to team performance. • Reflect on recent research regarding what makes a cohesive team. • Evaluate your team's cohesiveness. • Determine how to cultivate the right narrative for your team.
Motivation Styles	In this course, we'll explore how to identify Motivation Styles and adapt your communication to capture attention, build trust and gain commitment by targeting and meeting people's motivation preferences. Learning Objectives • Explain the distinction between 'Toward' and 'Away' in terms of how people are motivated to act. • Correctly identify people's motivation preferences. Tailor your communication and use appropriate influencing techniques for their style preferences.

Building a Culture of Psychological Safety	This course is designed for leaders to take actionable steps to increase Psychological Safety in their teams. It provides the tools to build a culture where team members respect, accept and encourage each other, fostering productivity and innovation. Learning Objectives • Explore the key aspects of psychological safety at work and benefits for leaders, employees and the organization. • Identify the current balance of psychological safety and accountability in your teams and your contribution to this. • Use tools and strategies to encourage a culture of open communication, curiosity and innovation.
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Coaching for Successful Transformation

Course Title	Description
The Fundamentals of Successful Coaching	This course looks at coaching your team to learn, so you improve your employees' skills and increase their work efficiency. You'll learn how to adopt a coaching approach that brings out the best in your people. Learning Objectives • Define the purpose and benefits of coaching. • Identify situations where coaching will make a difference to business goals. • Develop a mindful coaching presence to support coaching outcomes. • Develop deeper listening skills to build trust and facilitate self-discovery. • Energize, motivate and mobilize team members toward positive behavior change by taking a curious approach with Appreciative Inquiry.
Instant Rapport for Effective Coaching Conversations	Rapport is fundamental in building an effective coaching relationship between leader and team member as it promotes trust and honesty, creating space for growth. This course will provide proven techniques for building rapport instantly for more effective coaching conversations. Learning Objectives • Explain what rapport is and why it is so important. • Apply powerful, practical techniques to build rapport quickly at the start of a conversation. • Maintain rapport throughout the conversation to increase trust and influence. • Avoid unconscious behaviors that damage rapport.

Communication Styles and Chunking	If you want to be an effective leader, you need to excel in communication. In this course, we'll explore communication styles and how to use the language technique of Chunking to create clarity, improve motivation and find common ground. Learning Objectives • Explain the distinction between 'Global' and 'Specific' thinking in terms of how people communicate. • Use Chunking to get a better understanding of what people are really thinking or trying to communicate.
The Art of Questioning	This course will explore questioning using the Meta Model to create transparency and remove unhelpful 'noise' in communication. Learning Objectives • Learn how to recognize 'filtered language' ('Deletions', 'Distortions' and 'Generalizations'). • Apply the Meta Model (behavioral science language model) to sharpen your ability to interrogate reality and ask the right questions at the right time to ensure your coaching is targeted and relevant.
Transformational Skills Coaching Framework	In this course, we'll focus on using the transformational Skills Coaching Framework to facilitate growth and long-lasting, sustainable change. You'll learn how to unlock the potential in each team member using the framework to generate self-awareness, alignment and implementation strategies. Learning Objectives • Learn how to deliver structured and supportive skills coaching conversations to achieve successful transformation.
Well-Formed Outcomes	In this course, we explore the concept of Well-Formed Outcomes, its origins, applications and a step-by-step approach to help you create high-quality, motivating goals that move you forward. Learning Objectives: • Gain an overview of Well-Formed Outcomes through the lens of NLP (Neuro-Linguistic Programming). • Outline the specific steps involved in creating a well-formed outcome. • Learn the tools to construct your well-formed outcomes.
Reframing Employee Limiting Beliefs	In this course, we will explore strategies for dealing with limiting beliefs, so you can help your people to be more successful and break past any beliefs they have about themselves, the organization, or customers. Learning Objectives • Identify some of the more impactful self-limiting beliefs that affect people. • Apply a conversational framework that will enable you to help people reframe their self-limiting beliefs.

About Adaptable Learning



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