



## Why Choose MTD?

What Makes Us Unique & What You Can Expect From Us

## Background



MTD, the sales training specialists, has been working with a wide variety of clients (both large and small) in the UK and internationally since 2001.

Since that time we have delivered training in over 23 different countries to over 2,000 different organisations and have helped over 50,000 staff.

Our head offices are based in the Midlands where we have our very own training centre, including a multi-media suite that enables us to provide a full range of blended learning solutions including video, podcasts, e-learning and online support solutions.

We specialise in providing:

- In-house, tailor made sales training courses (1-5 days duration)
- Open courses (Delivered throughout the UK at various locations)
- Ongoing sales development programmes (From 5 days to 2 years)
- Blended learning solutions (online and offline)
- Sales coaching (With Sales Directors or Sales Executives)

Our team of highly skilled and experienced trainers and consultants have all had distinguished careers in senior sales roles and bring with them a wealth of practical experience to each course. At MTD Training we will design and deliver a solution that suits your specific needs addressing the issues and requirements from your training brief that best fits your culture, learning style and ways of working.

### Our Key Unique Selling Point

*“Bespoke, practical and quality training delivered by a trainer experienced in your industry is a “given”. Where we really make a difference is how we help your sales peoples to embed and implement the learning after the course. We offer industry leading post course support to make this happen so you get a real, tangible return on your investment”*



**Head Office:**

MTD Sales Training, 5 Orchard Court, Binley Business Park, Coventry, Warwickshire, CV3 2TQ

**Website:**

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**Email:**

[enquiries@mtdsalestraining.com](mailto:enquiries@mtdsalestraining.com)

**Telephone:**

0800 849 6732

## MTD Have Worked With...

Credibility and trust are two important factors when selecting an external training partner as you will want to know that you are in safe hands. From multi-nationals through to the small business, no matter what your industry, size or complexity is, we have delivered training to over 2,000 different organisations that include:



## MTD Can Help You With...

When it comes to helping you and your sales teams we can do this in a number of ways.

Whether it be through attending one of our open courses that we run at different locations throughout the UK or whether you'd like a bespoke, custom designed programme – we can provide you with the solution that best suits your requirements.

It's not just training that we offer!

We also offer 121 coaching solutions, sales consulting and also some solutions where we shadow you or your sales people and offer real LIVE feedback.

**Bottom Line?**

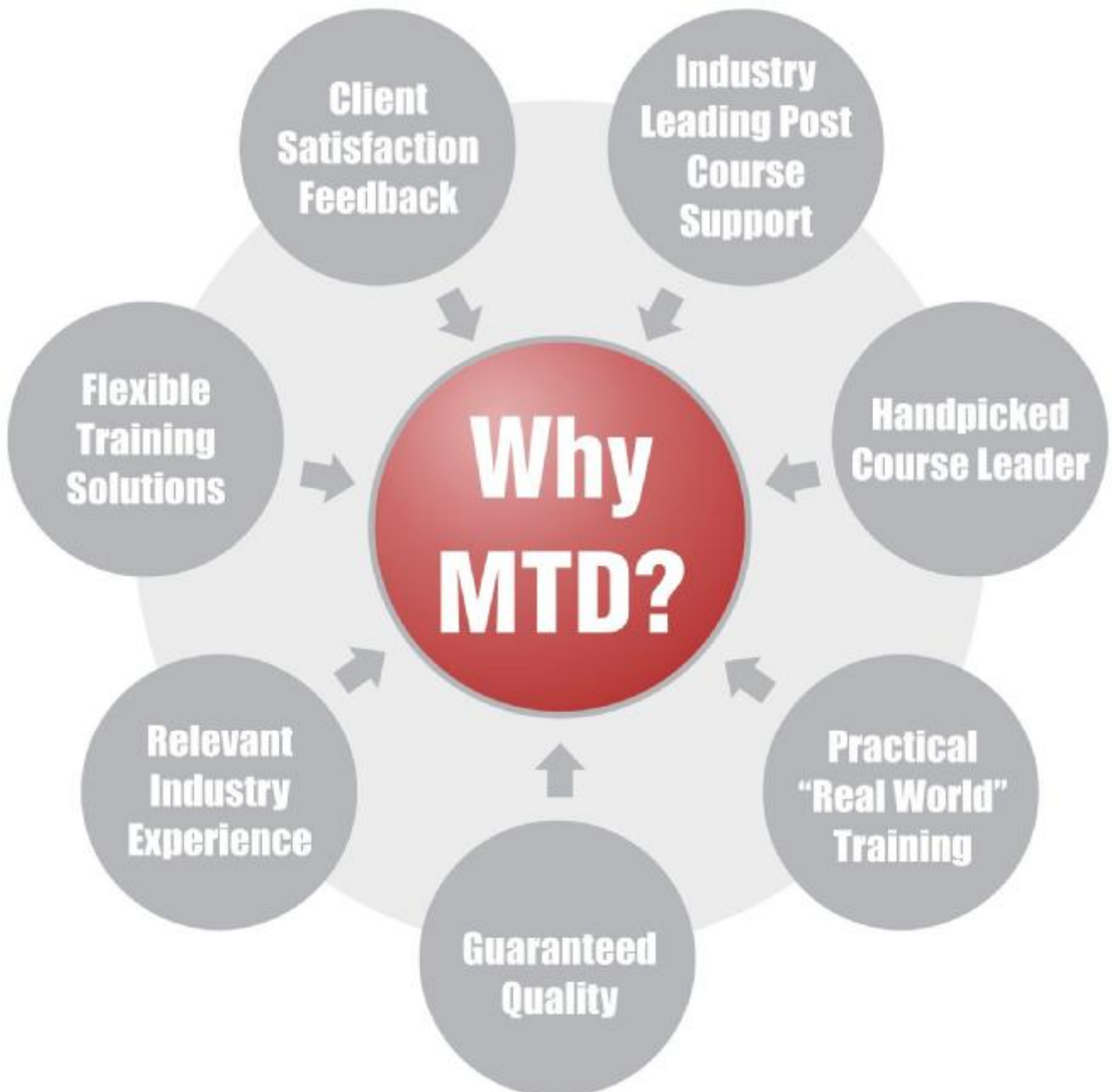
We'll design and do what it takes to help you to make more sales!



## Why Do Companies Choose MTD?

Selecting a training provider can be a daunting experience as you've got to cut through the fog of company brochures and unique selling propositions and then you've got to determine whether they are a good fit for your company and if they will really make a difference to your business!

Here are the main reasons why our existing clients chose MTD over all others:



# Why MTD?

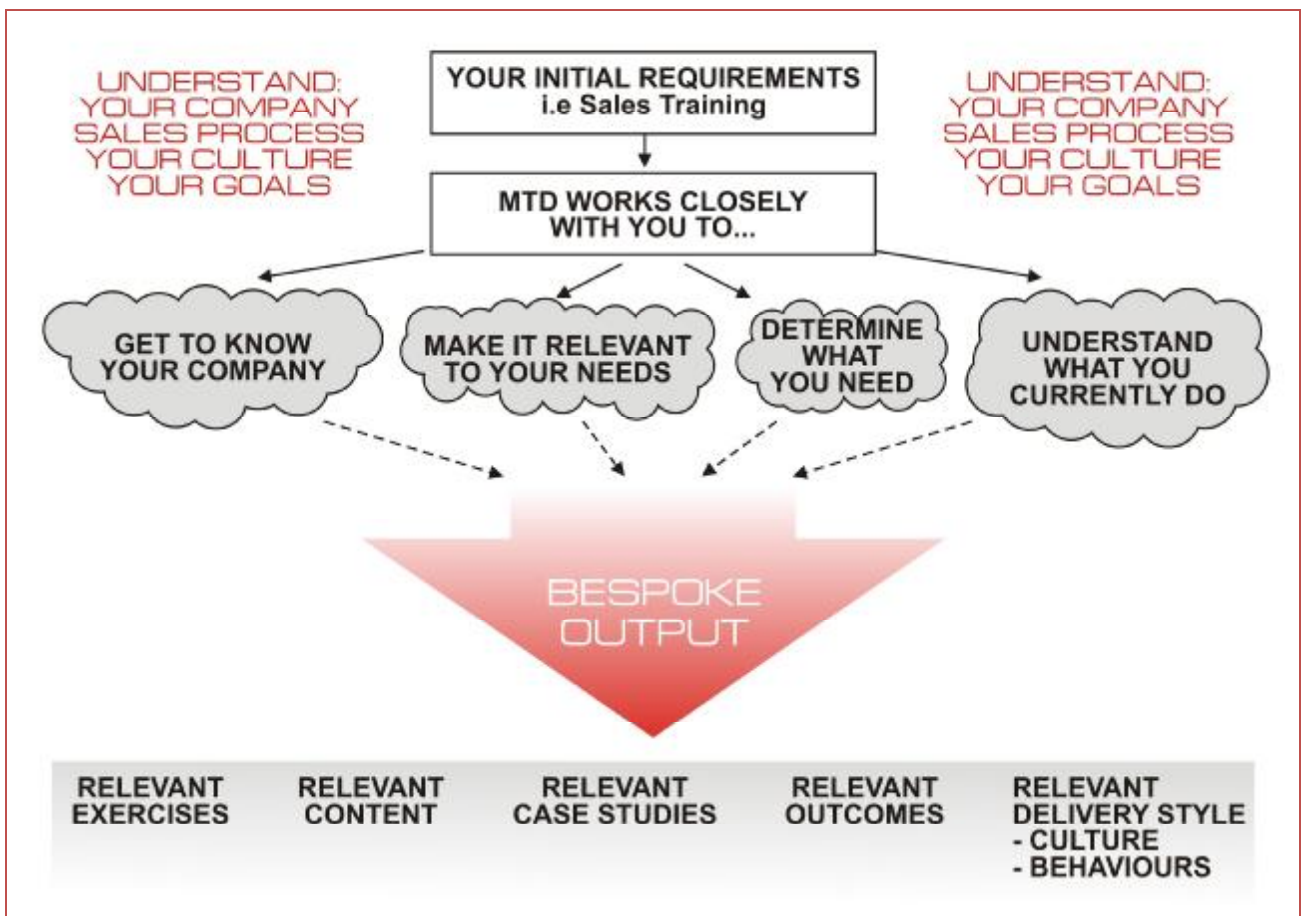
## Practical "Real World" Training

Your sales people will not be bored with lecture like sessions!

Our training is very practical and focused on real world situations and topics that your sales people face on a day to day basis. Before the training we'll gather a lot of information and feedback from you and your sales teams for specifics on particular scenarios so the content, materials, discussions and activities are 100% relevant!

We appreciate that it's the application of the learning that's vital so as well as covering the techniques we always cover what your sales people should do to actually put it into practice when they get back to work. We will not simply just deliver an "off the shelf" solution.

It's important that we get to know your business, how it operates and its culture. We will want to understand where you're heading and the current business drivers to input into the training. The keyword with all of this is "relevancy". Everything has to be relevant to your objectives, your company and industry as a whole.





## Unrivalled Industry Leading Post Course Support

It's a complete waste of time and money if your sales teams come back to work, say "It was a great 2 days" and then do nothing about it and make no changes to the way that they sell!

The embedding of the learning back in the workplace is the ultimate yardstick as to whether the training will be a success or not. Here at MTD we understand this and we make the embedding of the learning a key theme all throughout the training that your managers will receive.

## Pre-Course Questionnaire Sent To All Of Your Sales People

All of your sales people will receive pre-programme questionnaires so they can have an input into the training. The questionnaire looks at strengths and areas for development and also asks for any particular scenarios that they would like specific help with. This also helps with "buy in" too

## Unlimited Lifetime Email Support, Unlimited Lifetime Telephone Support & Unlimited Lifetime Access To Our Online Sales Academy

Each of your sales people will receive a unique MTD Lifetime Membership Card which gives them a login and password to our Sales Academy which has audios, online training sessions, articles, checklists etc

Your sales teams can also email or call us for any help whatsoever as they apply the training.



Our MTD Sales Academy has sales improvement "LIVE" audio sessions, online training workshops, articles, checklists, cheat sheets and lots more!

The sessions are short, punchy and focused on real world practical selling techniques.

The Academy also has a forum where your sales people can discuss the challenges that they face with other sales professionals



## Ongoing Weekly Email Sales Tips

Each week your sales people will receive a sales tip delivered straight to their inbox. The email will contain a short tip to help them become more effective in their role. They can also reply to the tip with comments, questions etc and we will get back to them.

Topics for the tips include prospecting, overcoming objections, closing, negotiating, consultative selling, account management etc

## Feedback Report To The Sponsor – Scores, Graphs, Comments

At the end of the programme we will ask your sales people for feedback in terms of the design, the content and the delivery of the programme.

We will collate all of the feedback and send this to you to include scores, graphs, comments from the delegates and how they are going to implement the learning.



## Flexible Training Solutions

All of our solutions are designed and delivered around your exact requirements.

We will take your initial brief and instead of delivering an off the shelf solution, all of the training will be geared around the outcomes, behaviours and the skills that you would like your sales people to improve.

As part of your programme we can also use a **blended approach** to training if it's right for your programme and company.

We can design and record **videos, e-learning modules, podcasts, webinars, tele-seminars** – you name it! Our multi-media suite is geared up for a complete blended variety of learning approaches that will provide variety and flexibility.

What we offer goes way beyond that of just providing courses. In addition to all of the blended learning options mentioned above, we also offer **360° feedback questionnaires, personality assessments, simulations, coaching, role plays using actors, video play back, a full administration function** that includes delegate bookings, sending joining information etc



## Relevant Industry Experience & Handpicked Course Leader

There is nothing worse than a trainer who “loses the group” because of their lack of knowledge and experience of your industry.

There are 3 vital qualities in our trainers that will give them instant “street credibility” with your people.

Firstly, all of our trainers *have been sales professionals* in previous lives. We feel that this is very important as the trainer can relate to the pressures and the challenges that your sales people are facing now and in the future.

Secondly, your trainer will have had **experience of your industry**. We do not simply select a trainer that is available. We will match the right trainer to the right industry who can speak your “lingo” and knows the challenges that your industry faces.

Finally, the trainer’s **style has to be right**. That’s why we make sure that you get to meet the trainer very early on in our discussions.

## Guaranteed Quality

We are an **ISO 9001** certified training provider. That means that we regularly have all of our processes, quality standards and material audited to achieve our accredited status.

This gives you the peace of mind about the quality and consistency on the services that we provide.

Quality accreditations aside, we **guarantee the work that we do**.

We believe that there should be no risk on you whatsoever to select MTD and we also believe in the solutions that we offer so much that here’s our risk free promise to you:

**“Select MTD to help you with your training programme and if for any reason whatsoever you are not 100% happy with what we have done then you will not pay a penny”**

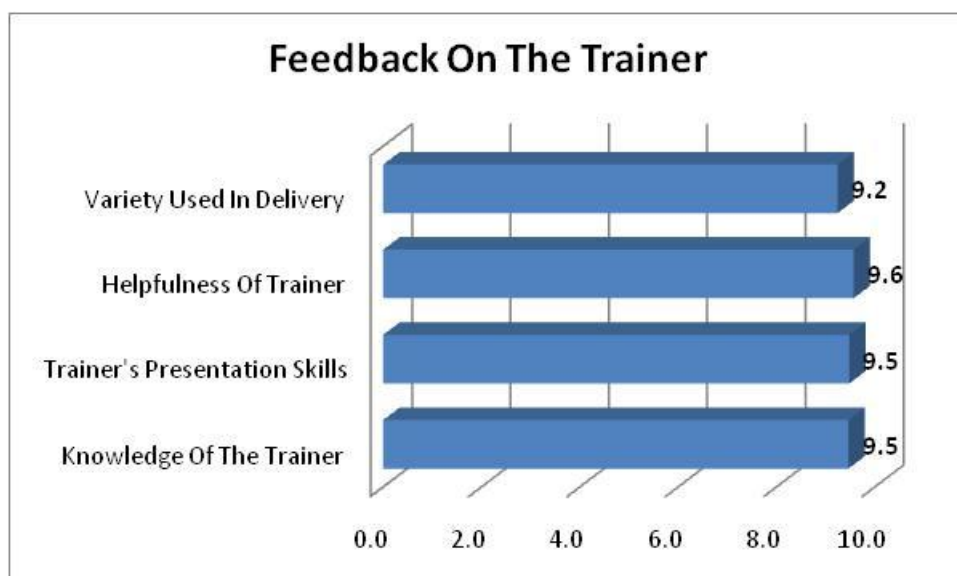
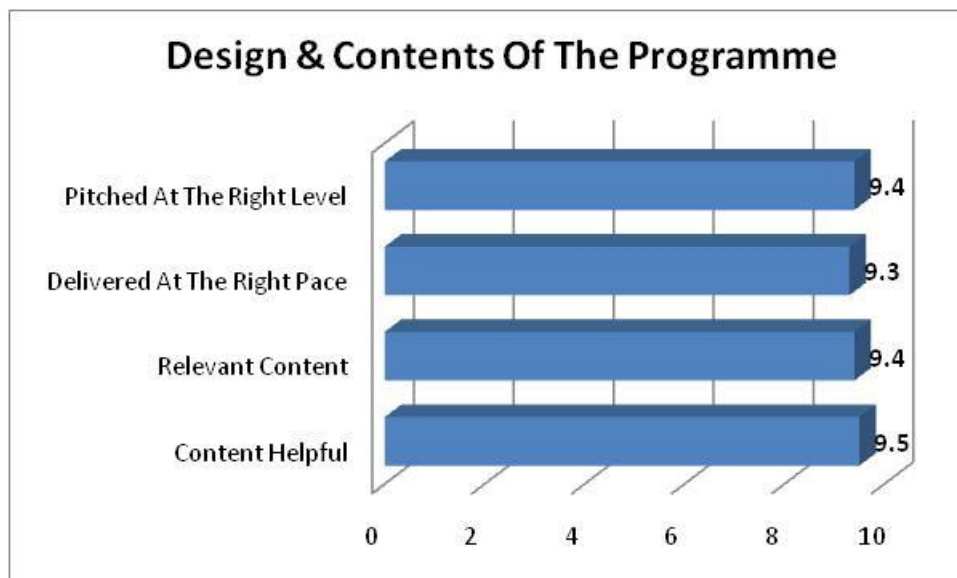
We have actually made our risk free promise a part of our terms and conditions of doing business with you.



## Client Satisfaction Feedback

You're only as good as your last course and we take client satisfaction very seriously here at MTD to maintain the very high standards that we set ourselves.

We have collated all of the feedback that we have received from January 2010 to June 2010 and the results are below in terms of the design and contents of the programme as well as feedback on the trainer.



## Client Comments



"If I was to summarise why you should seriously consider using MTD it would be very simple.....they were there for us from day one, they listened to what we wanted, made sure that it was what we needed and delivered to a very high standard"

**Lesley Callister – Programme Manager  
Friends Provident International**



"I chose MTD as one of our training partners because they really give you the personal touch with their training and it is all centred on the needs of our business and the specific needs of our colleagues. The first thing that struck me was the relationship side of things"

**Gillian Ince - Training & Resourcing Manager -  
Claire's Accessories UK**



"Delivers. That is the one word that sums up Sean McPheat and MTD. On time, beyond expectations, at short notice and without fail. Challenging our thinking and working as a business partner who wants our business to succeed. Someone you can bounce ideas around with and who isn't afraid to give ideas and suggestions"

**Carrie Foster –Learning & Development Consultant  
Aggreko**



"The training was excellent and has made a considerable difference to our team. It has given them such a better awareness of what they are able to do to become more effective managers. The training was without fault.

We're delighted with the whole experience and look forward to doing more business with you in the future"  
**John Uphill – Managing Director  
Creativevents**



"The course was exceptional. What I liked about it was that it was very good information, funny, affirming (as individuals and as a group), practical and has benefits far beyond the content. The facilitation was excellent. Thanks for all this. You guys are exceptional and it was great being on the course"

**Susan Grant – Manager  
Duni Group**



"The training was excellent. It was very practical and completely hit the mark in terms of the content. The exercises and the case studies were very real and we could all apply the learning to the situations that we face"

**Amanda Cook – Trainer & Consultant  
VMware**