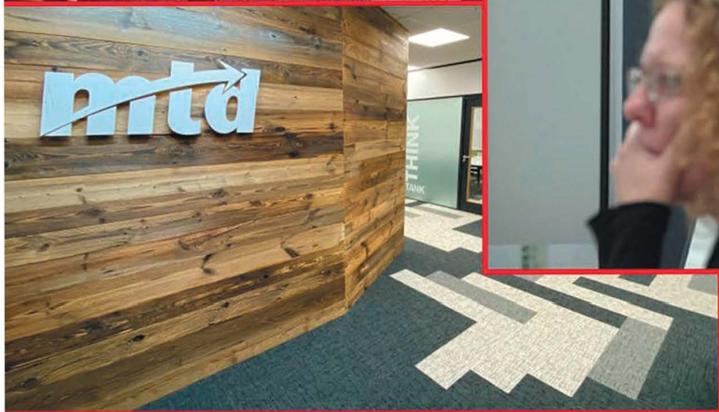




POWERED BY
OUR PEOPLE



About MTD Sales Training

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mtd
Sales Training Specialists

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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 people 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"



Welcome!

Hi and welcome to MTD Sales Training!

This brochure will give you a little insight into what we're all about.

In short, we're all about improving sales performance and all of the products and services that we provide and the people that we employ and develop are all geared around that objective.

We've recruited trainers who were once the best performing salespeople in their sector and our sales training solutions are leading edge.

Learning is great but what's the point if you can't use the strategies and techniques on a day to day basis?

That's why our solutions are practical, personalised and they will provide you with real, tangible outcomes that you can measure.

I appreciate that choosing a sales training partner can be tricky. There's a lot of choice out there so please take your time, browse over our collateral and if you've got any questions, please do not hesitate to call us on **0333 320 2883** for a chat with one of our L&D team or sales trainers.

Thanks again

Sean McPheat
Founder & CEO
MTD Sales Training



Award Winning



"We have used MTD for several years now because they are exceptional. Great trainers, easy to work with and deliver the results we need."
Head of HR



MTD in Numbers

2001



the year that MTD has been working with a wide variety of clients (both large and small) in the UK and internationally

25



the number of countries in which we have delivered training

9,000+ clients



250,000+

people trained



49



head office staff, trainers and consultants

4



accreditations
ILM CPD ISM CMI

96%

Feefo customer satisfaction rating



5

awards won – CIPD, Personnel Today, Learning Awards & HRD

1



head office based in the Midlands and we have Local offices in London & Manchester too



2,000+

digital learning assets available

"We strongly recommend MTD as a training provider for their professionalism and for the results we've achieved."

HR Manager



Our Values



POWERED BY OUR PEOPLE



We're all responsible for making MTD what it is today and for driving its future



We're all leaders who are accountable for what we do and how we do it



We bring the energy and enjoyment to MTD in everything that we do



We're one team who support each other to achieve our goals



DRIVEN BY OUR IDEAS



We're empowered by change and are constantly at the leading edge of ideas



We're forward thinking and challenge the status quo



We think BIG and push the limits of our imagination



We learn fast to enable us to innovate even faster



FOCUSED ON OUR CLIENTS



We keep our promises and deliver on what we said we would do, when we said we would do it



Our clients are at the centre of all that we do and how we approach our work and solutions



We exceed the expectations that our clients set to create tangible results and impacts for them



We're as passionate about our clients' success as we are about our own



OBSESSED WITH EXCELLENCE



Good is NOT good enough – we strive for greatness at all times



We're not here to be average, we're here to be awesome



We continually grow, develop and learn new skills



We create WOW moments through the quality of our work

IN-HOUSE, BESPOKE TRAINING

We will design and deliver a sales training 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.

SALES APPRENTICESHIP TRAINING

We offer sales programmes for levy and non-levy paying employers. Our programmes are blended and are designed around how you work. There are no minimum numbers due to our virtual delivery options.

OPEN COURSES

From sales people with no previous experience through to sales directors, we run a number of open courses to suit all levels. These are delivered throughout the year at various locations in the UK.

SALES DEVELOPMENT PROGRAMMES

Modular, on-going sales development programmes designed around the needs of your sales people and business. These can range from 5 days to 2 years in duration.

ONLINE SALES TRAINING

We offer a range of online sales courses that can lead to a formal sales qualification.

E-LEARNING CONTENT

Try our learning experience platform Skillshub - specifically designed for creating personal learning journeys. Lease our 2,000+ digital learning assets or use our Skillshub platform to host your own content.

BLENDED SOLUTIONS

We can offer a fully-blended solution to include not only workshops but also e-learning, video, audio, podcasts, webinars, infographics – you name it!

SALES ASSESSMENTS

Want to benchmark your sales team's skills and competencies? Select from our competency based and personality sales assessments to get an overall picture of their strengths and weaknesses.

"An excellent, well thought through approach to creating a modern and relevant development program. MTD are inspirational and approachable with years of experience. They have been able to adapt the style and approach to meet the needs an ability of our company to get the results we wanted."

People, Performance and Development Manager

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, we have delivered training to over **9,000** different organisations and have helped over **250,000** sales people that include:



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 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:



*"Delivers. That is the one word that sums up MTD.
On time, beyond expectations, at short notice and without fail."
Learning & Development Manager*

aggreko

Why Do Companies Choose 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 sales situations and topics that your people face on a day-to-day basis.

For our bespoke solutions, we'll gather a lot of information and feedback from you and your sales people 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 the learning 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. What you sell and how you currently sell it. We will want to understand your key drivers for the training. The keyword with all of this is "relevancy". Everything has to be relevant to your objectives, your company and your sales teams.

"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."

Training & Performance Consultant



Why Do Companies Choose MTD?

UNRIVALLED INDUSTRY-LEADING POST COURSE SUPPORT

It's a complete waste of time and money if your sales people 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 sales people will receive.

PRE-COURSE QUESTIONNAIRE SENT TO ALL OF THE DELEGATES

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 the sales person would like specific help with. This also helps with "buy in" too.

"MTD provided all of our training for Sales Managers. The feedback was fantastic and we are starting to see the benefits manifest themselves out in the business units."

Sales Director

**Taylor
Wimpey**



UNLIMITED EMAIL SUPPORT, TELEPHONE SUPPORT & 6 MONTHS UNLIMITED ACCESS TO OUR ONLINE SALES ACADEMY - SKILLSHUB

Skillshub is an online portal that will help your sales people to improve their skills both now and in the future. Skillshub contains videos, audios, templates, one-on-one email guidance and support.

It's the "go to" resource for the modern day sales professional and will provide the vital and on-going "drip feed" support your people need to keep them in the zone for sustained improvement.

Why Do Companies Choose MTD?

Included within Skillshub:

Sales Bytes Video Series

- ★ 100 Sales Skills Videos
- ★ 100 Sales Skills Audios
- ★ 100 Sales Skills Infographics

Sales Magnets Audio Series

- ★ 6 x 30 Minute Sales Training Sessions

Sales Templates & Tools

- ★ 17 "Cheat Sheet" Templates

"How To" Digital Downloads

- ★ 39 "On The Way To The Sale" Audio Downloads To Get You Ready For Selling

Virtual Sales Manager

- ★ Personal Help From Our Team
- ★ 39 Archived Questions - Virtual Sales Manager



Each of your sales people will receive 6 months of unlimited access to Skillshub at no additional cost.

ONGOING WEEKLY EMAIL SALES TIPS

Each week your sales people will receive a 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 closing, overcoming objections, prospecting, influencing skills, negotiation, sales planning etc.

"We 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."

Training & Resourcing Manager

claire's

FEEDBACK REPORT TO THE SPONSOR SCORES, GRAPHS, COMMENTS FLEXIBLE TRAINING SOLUTIONS

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.

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 online sales training, sales assessments, simulations, coaching, role plays using actors, video play-back, a full administration function that includes delegate bookings, sending joining information etc.



Why Do Companies Choose MTD?



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 sales people.

Firstly, all of our trainers have been senior sales managers 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.

ACCREDITATIONS

We are accredited by 4 institutes. 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 for the quality and consistency on the services that we provide. Being an accredited training centre means that we can provide formal sales and management qualifications and endorsements for your courses if required.



“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.”

HR & Training Manager

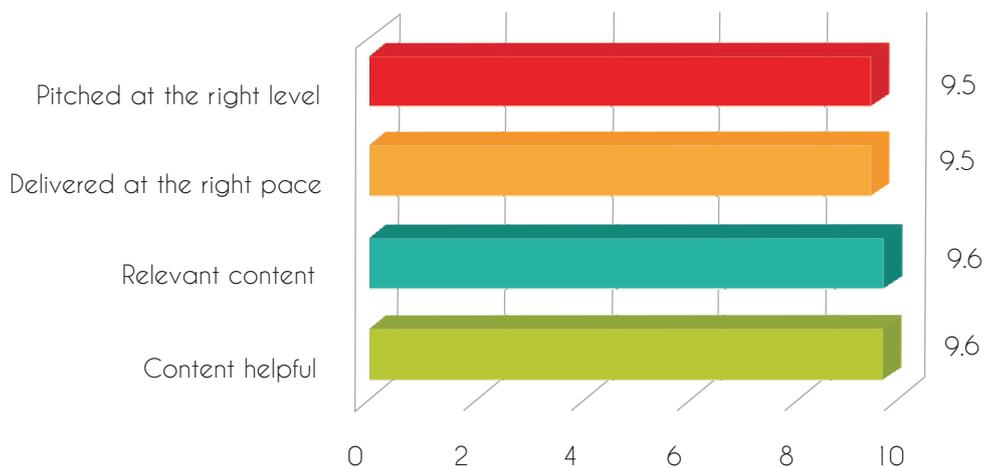


OUR LATEST CLIENT SATISFACTION FEEDBACK RESULTS

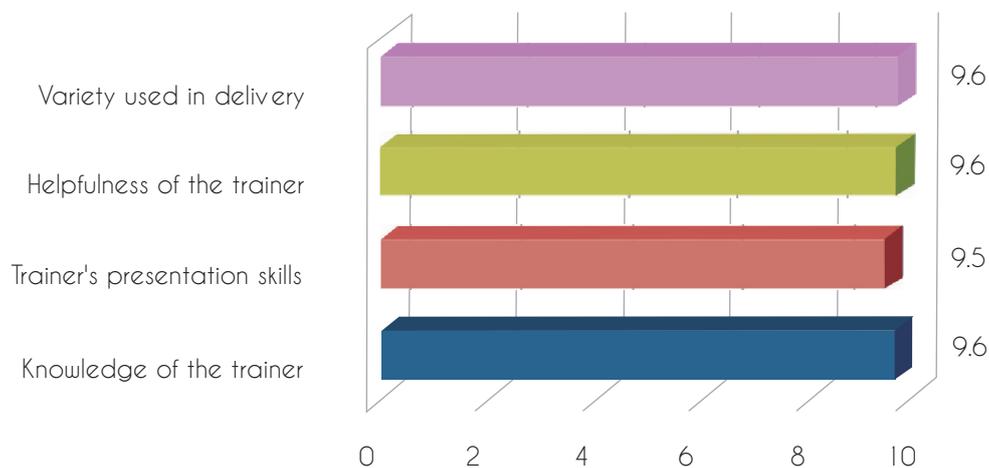
You're only as good as your last course and we take client satisfaction very seriously here at MTD to maintain the very high standards that we set ourselves.

We collated all of the feedback that we received in from thousands of delegates across hundreds of workshops and programmes. The results are below in terms of the design and contents of the programme as well as feedback on the trainer.

Design and content of the programme



Feedback on the trainer



Client Comments

"A great training company who we have built up a great relationship with over the years. Our trainer brings so much to any situation due to the wealth of their knowledge and experience. MTD are natural, personable and professional to work with and go to great lengths to ensure they deliver good value."

Head of Sales | [Big Bus Tours](#)

"The results were outstanding; we now have a sales team that closes 50% more enquiries than previously and profit per sale has increased by over 15%."

Managing Director | [The Holiday Place](#)

"Sales are up in all stores, with most showing double figure growth year on year – one of them is up by a massive 25%!"

Managing Director | [Blue Banana](#)

"We strongly recommend MTD as a training provider for their professionalism and for the results we've achieved."

HR Manager | [Xerox](#)

"Delivers! That is one word that sums up 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 are not afraid to give ideas and suggestions."

Learning & Development Manager | [Aggreko](#)

"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"

Training & Performance Consultant | [vmware](#)

"We have used MTD for several years now because they are exceptional. Great trainers, easy to work with and deliver the results we need."

Head of HR | [Merck](#)

"An excellent, well thought through approach to creating a modern and relevant development program. MTD are inspirational and approachable with years of experience. They have been able to adapt the style and approach to meet the needs and ability of our company to get the results we wanted."

People, Performance and Development Manager | [Allianz](#)