



SALES & SALES MANAGEMENT TRAINING

Better Conversations. Bigger Pipelines. More Sales.

Practical, award winning sales training that changes what your people say and do in front of customers, not just what they know.

250,000+

sales professionals trained

24 years

of proven results

96%

review rating on Feefo

9

industry awards

TRUSTED BY 9,000 COMPANIES TO DRIVE SALES.

If your salespeople don't sell differently afterwards, the training hasn't worked.

MTD Sales Training is a full service UK sales training company. Since 2001 we've trained more than 250,000 sales professionals across 9,000+ organisations, from famous global brands to growing SMEs, in 25 countries.

We don't do theory heavy sessions. Our training gives your people practical frameworks and influencing skills for the conversations they have every day: finding the real need, handling objections, building trust and asking for the business.

Our trainers are experienced salespeople with real street cred, so your team listens. We're an ISM recognised centre and CPD accredited, and the support carries on after the course with trainer follow up and our online learning platform.

Whether you need a one day refresher or a multi month programme built around your own sales process, we'll shape it around how you sell.

The cost of leaving it

Most salespeople pick up their skills on the job, copying whoever sat next to them. Leave it that way and it costs you quietly: discounts handed over to win the deal, proposals that stall, prospects who go cold and a few top performers carrying everyone else. Meanwhile your competitors' teams are getting sharper. The longer you wait, the wider that gap gets.

WHO WE HELP

Salespeople

Field, B2B, telesales and new salespeople, plus anyone who needs a refresher.

Sales managers and leaders

New and experienced managers who need to hit targets through their team.

Account managers

Key account and customer success teams growing and keeping your best customers.

Six ways we grow your sales team

Use one on its own or combine them into a complete programme. Either way, it's built to change what happens in front of customers.

01

Open Courses

Two day and one day courses, ISM and CPD certificated, run in London, Manchester, Bristol, Coventry and Reading.

02

Bespoke In House Training

Built around your sector, your products and your sales model. Face to face, online or blended, usually over 1 to 3 days.

03

Sales Development Programmes

Modular programmes over several months, built around your own sales process and adjusted as they run.

04

Sales Assessments

Competency and personality assessments benchmarked against ISM standards, with a personalised report for every salesperson.

05

Digital Learning

Microlearning, interactive e-learning and live webinars, plus 1,000+ courses on our Skillshub platform.

06

Sales Coaching

One to one coaching face to face, by phone or by video, to turn new skills into daily habits.

Three courses for every stage

SALESPeOPLE | 2 DAYS

Essential Selling Skills

Ideal if you've had little or no formal sales training, or need a refresher.

What you'll cover

- ✓ What separates outstanding salespeople
- ✓ The sales cycle and buying decisions
- ✓ Questioning, listening and rapport
- ✓ Consultative selling
- ✓ Handling objections, including price
- ✓ Buying signals and closing
- ✓ Generating leads by phone and LinkedIn

£495 + VAT

ISM & CPD certificates included

SALES MANAGERS | 2 DAYS

Sales Management

For new and experienced sales managers who need to hit targets through their team.

What you'll cover

- ✓ Sales management vs sales leadership
- ✓ Your managerial style
- ✓ Communication and influencing
- ✓ Sales coaching and feedback
- ✓ Managing sales performance
- ✓ Running effective sales meetings
- ✓ Building high performance teams

£495 + VAT

ISM & CPD certificates included

ACCOUNT MANAGERS | 1 DAY

Account Management

For account, key account and customer success managers growing and keeping accounts.

What you'll cover

- ✓ What excellent account management looks like
- ✓ Account analysis and prioritisation
- ✓ Strategic account planning
- ✓ Mapping and influencing stakeholders
- ✓ Value creation and ROI positioning
- ✓ Renewal and retention

£295 + VAT

ISM & CPD certificates included

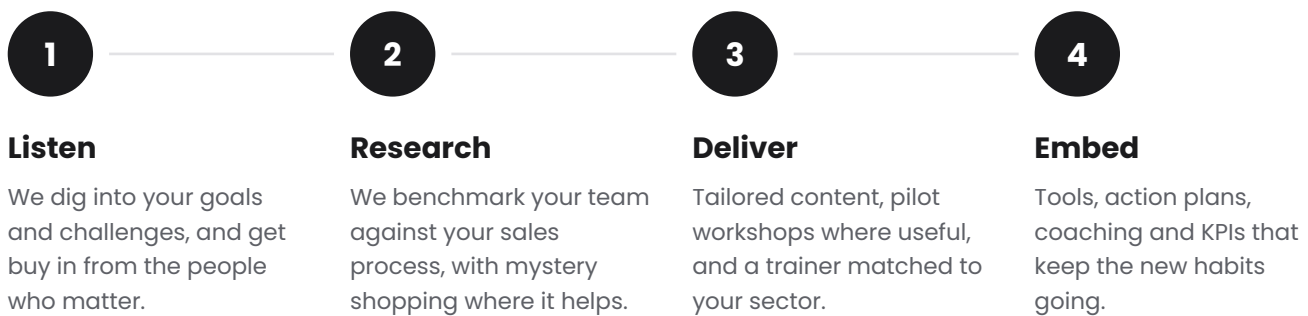
Included with every open course

- ✓ ISM and CPD certificates
- ✓ Course manual and materials
- ✓ Buffet lunch and refreshments
- ✓ Unlimited email and phone support from your trainer
- ✓ 3 months' access to Skillshub, with 1,000+ online courses
- ✓ Can also run in house or as a webinar

Venues: Central London, Heathrow, Manchester Airport, Bristol, Coventry and Reading. Rated 96% by delegates on Feefo.

Built around how you sell

Every business sells differently. Our in house training and programmes are built around your sector, your products, your customers and your own sales process, with a trainer chosen to fit your culture.



Sales Development Programmes

Modular programmes run over several months, for transactional and complex strategic sales alike. Pick any of these building blocks:

• Workshops

• Microlearning

• Interactive e-learning

• Live webinars

• 1:1 coaching

• Sales assessments

• Simulations

• Flipped classroom

• ISM and CPD accreditation

• Pilot workshops

• KPI tracking

• Action plans and tools

Topics include prospecting and cold calling, consultative selling, value building, objection handling, negotiation, closing, account management and sales coaching.

Trusted by VMware, Aggreko, Taylor Wimpey, Porcelanosa, Claire's Accessories and the Egyptian Banking Institute.

Results you can measure

We measure what changes in front of customers, not just how people felt on the day. Here's what that looks like.

CASE STUDY | THE HOLIDAY PLACE

86% increase in conversion

A sales programme for The Holiday Place's telephone sales team, focused on turning more enquiries into bookings and upselling with confidence.

+86%

increase in conversion

+79%

increase in upselling

+92%

increase in confidence

"We now have a sales team that closes 50% more enquiries than previously."

Raj Shah, Managing Director, The Holiday Place

More results from our clients

+88%

Aggreko
salesperson effectiveness

+84%

Taylor Wimpey
sales capability

+91%

Porcelanosa
sales performance

+90%

Marlowe
questioning and qualification skills

+82%

Instarmac
fact finding and discovery skills

+78%

VMware
capability in solution mapping

Why sales teams choose us

Trainers with street cred

Every trainer has had a real sales career, so your team trusts what they hear.

Practical, not theoretical

Frameworks and techniques your people can use on their very next call.

Built around your sales model

Content shaped to your sector, products and the way your customers buy.

Recognised certification

We're an ISM recognised centre and CPD accredited, so the learning counts.

Support after the course

Unlimited trainer support plus Skillshub access, because the real work starts back at work.

Proven at scale

250,000+ people trained in 25 countries, with a 96% review rating.



Delivers. That is one word that sums up MTD.

Carrie Foster, L&D Manager, Aggreko



MTD really gelled with my team and worked at a comfortable pace that we could all follow.

Craig Monks, Sales Director, Smith & McLaurin



It was very practical and completely hit the mark in terms of the content.

Amanda Cook, Trainer & Consultant, VMware

Award winning, year after year

2025

National Sales Awards

Top Sales Influencer, Sean McPheat

2025

Sales Index Top 100

#1 Most Influential Voice in Sales

2025

Sunday Times Best Places to Work

For team feedback and culture

2024

Breakthrough Culture Award

For our inclusive workplace culture

2018

The Learning Awards

Best External Training Solution

2017

CIPD People Management Awards

Best HR/L&D Supplier

2017

Personnel Today Awards

Best HR Supplier Partnership

THE PEOPLE BEHIND IT

Led by real salespeople

SM

Sean McPheat
Founder & CEO

Named Top Sales Influencer at the 2025 National Sales Awards.

AP

Anne-Louise Pemberton
Sales Trainer

ILM Level 7 qualified in business coaching and mentoring.

JU

Jose Ucar
Sales Trainer

Global trainer and TEDx speaker with a CIM Diploma in Marketing.

Every trainer on our team has had a senior sales career, with experience across organisations like Tesco, Morrisons, Ernst & Young and the NHS.

LET'S TALK

Every month you wait costs you deals.

Tell us what's happening in your sales team and we'll come back with options, costs and a free tailored proposal. No hoops, no meter running.

Get your free proposal

CALL

0333 320 2883

WEB

mtdsalestraining.com

ENQUIRE

mtdsalestraining.com/enquiry

HQ: 5 Orchard Court, Binley Business Park, Coventry CV3 2TQ



MTD Sales Training is part of Management Training & Development Ltd.
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