

Sales Coaching and Training

One-size Fits All Should Not Apply to Training

Customized Training Doesn't Come Out of a Can!
Actus Will Show You a Better Way...



When it comes to sales team development, one-size training does not fit all...

Customized Coaching and Training

Every company that has built a sales department, which might consist of one business development person or a larger team with various layers, such as inside sales, outside sales, account management, etc., faces a challenge when it comes to how they develop their staff. Even if they have an experienced sales manager who is able to provide training, they might choose to engage an outside training program or coach. **Most training is focused on theory** and ideas that are not tailored to meet individual needs or targeted toward your company's unique challenges. Unfortunately, one-size-fits-all training often falls short, especially when there's no follow-up process or accountability.



Whether Actus is conducting group training/workshops or individual coaching, we leverage follow-up exercise and accountability measures to ensure that the training is making an impact and leading to improvements. By getting to know the individual needs, we can maximize the impact of the training. In addition, we uncover key points of differentiation and strength, areas which set your firm apart. By working these into training sessions, we can create relevant, impactful developmental exercises, which can drive lasting change.

Benefits of Customized Training

- Training that is **relatable and relevant to challenges and opportunities facing your business.**
- Understanding individual needs, resulting in **training which is more likely to be applied**, leading to **better results and personal development.**
- **Accelerated results**, thanks to the applicable nature of the customized training.
- **Individualized growth** which is less about the training session and **more about the results.**
- **Accountability measures which are easily implemented.** Individual results can be easily measured.
- **Engaging Individualized development** to drive **greater motivation**, leading to **more success.**

Customized training focused upon "your" specific needs leads to lasting results and greater impact.

