

# sales training | case study #64



## Challenge

**Europa** is a world class business development house, with a team of 50+ sales developers, researchers and project managers working from Europa offices and remotely around the world, providing outsourced business development and marketing solutions to the technology sector.

Europa has a policy based on 'sales best practice' and as such is always looking at ways of 'raising the bar' in overall sales ability, motivation and effectiveness. Its team has a diverse skill-set in terms experience and location, and hence Alan Haley, Managing Director at Europa, wanted to develop a flexible, multi-channel approach towards sales training that 'broke the mould' in terms of the more rigid, solely classroom-based model.

It was essential that the programme had the scalability to grow with his rapidly expanding force, and most importantly fit in with the **remote working model**. Alan's team is based all over the world – traditional class-room training alone was not the answer.



**"Following Natural Training's program Europa has enjoyed its best two sales months EVER!"**

Alan Haley, Managing Director of Europa, a company setting new standards in market development.  
<http://www.europa.co.uk/>

## Solution: Europa Sales Training Academy

Natural Training worked with Alan and the team to put together a 'Sales Training Academy' to pilot within the UK.

The key was to use the latest sales techniques and technology to ensure readily available training for each individual, at any time, at any place! The Academy was built around a 4-level structured solution:

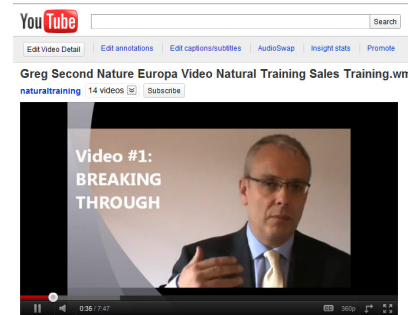


The 4 Level Training Program allowed for a highly bespoke training service that worked.





1. A pilot group of 6 was chosen and they were **assessed** via 1-1 phone role play.
2. The training was **designed** with the user's needs (not wants) in mind.
3. A face to face day of **training** held by Natural Training Trainer, Greg Keen, was a great success, bringing remote workers together for the first time.
4. Second Nature, our **sustained learning program**, was then rolled out over the subsequent 90 days. This virtual package included targeted videos filmed from their trainer, inspirational articles, tips and competitions to keep the training fresh, focused, and front of mind. All communications had a main goal – to help the team better understand their role and consequently sell better.



Natural Training Trainer Greg Keen delivering one of 4 videos as part of the Sustained Learning Program. For the full videos visit the Natural YouTube Channel: <http://www.youtube.com/user/naturaltraining?feature=mhee>

## Results

Alan Haley says: "Since the Europa Sales Training Academy pilot has been rolled out, Europa has had its **two best months to date**. Natural Training and Europa are about to embark on a new, updated program together – taking a fresh batch of sales and research people through a new range of techniques to become more effective at hitting their targets.

This training initiative with Natural Training has reminded me as a business owner to spend more time and energy on recruiting and keeping the best people via strong sales training. I highly recommend Natural Training".



The training was held at the Hunting Lodge Room in the Crazy Bear Hotel in Beaconsfield.

### And some final words from trainees:

*"The course was well worth the time"* – **Gary Snyder**

*"The workshop was excellent. Really interactive and comprehensive"* – **Jessica Smith**

*"An inspiring course that gets you involved and interacting. Big thanks for a great day"* – **Nick Mendivil**

