



THE BROOKS GROUP

# Sales Training

**& Development  
Solutions**





# Sales Training and Development Solutions

## The Path to Trusted Advisor

Start your sales team on the path to trusted advisor. Our B2B sales training and development solutions empower sales professionals at all levels with the confidence and proficiency to be more successful.

### STEP 1. ASSESS

- **Sales Assessment Solutions**

Gain insight to hire, develop, coach, and retain top sales performers for your unique selling environment.

### STEP 2. TRAIN

- **Sales Training Programs**

Equip teams with the sales skills and confidence they need to engage customers, close more deals, and increase income.

- **Sales Leadership Training Programs**

Take management and coaching skills to the next level and improve sales performance.

### STEP 3. REINFORCE

- **Sales Training Reinforcement**

Build proficiency and drive real-world application with self-directed, AI-powered practice in BrooksUP™.

- **Coached Reinforcement**

Take reinforcement further with expert sales coaching and personalized action plans to accelerate skill adoption.

**Are you ready to put your sales team on the path to trusted advisor? Let's get started.**



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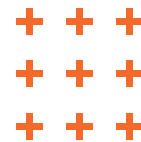
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# Sales Assessments

Gain insight to hire, develop, coach, and retain top sales performers for your unique selling environment.

## Brooks Talent Index®

Get deep insights to build and manage stronger teams, predict success, hire smarter, and reduce team turnover. The Brooks Talent Index comprehensive assessment reveals sales professionals' selling skills, working styles, communication preferences, job competencies, driving forces, and acumen. Use the most up-to-date and scientifically accurate tests to measure how and why team members perform. Diagnose strengths and challenge areas to improve communication, training, and coaching and maximize performance. Brooks Talent Index™ is available in two versions for sales and general roles.



*Learn how to motivate and inspire new hires and experienced sellers.*

## Brooks Talent Index® Job Benchmark

Develop your ideal candidate profile and use it to hire the best match. The job benchmarking process takes the guesswork out of hiring by identifying the most important competencies for sales and other roles. Define exactly what each position needs for success, create stakeholder consensus, streamline your hiring process, compare candidates to the benchmark, and reduce turnover.



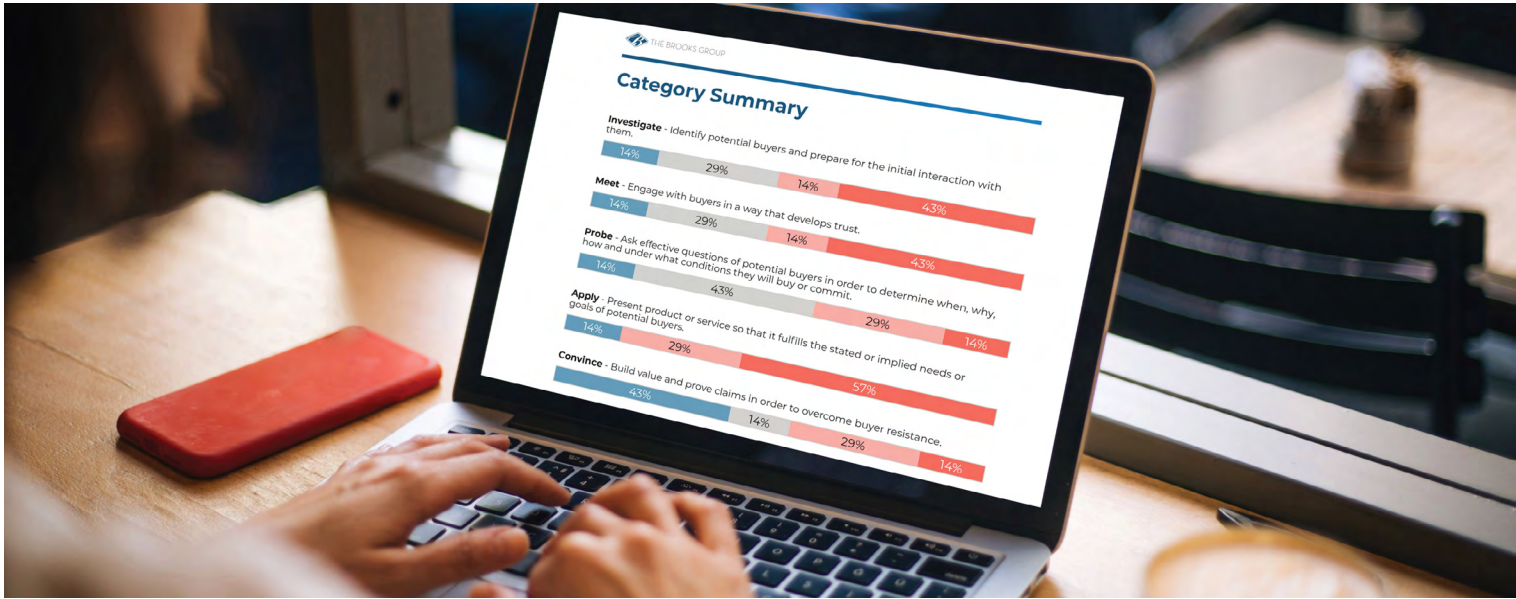
*Understand behavior, working style, and communication preferences.*

## Emotional Quotient Assessment

Emotional intelligence is the ability to sense, understand and effectively apply the power of acumen and emotions to facilitate higher levels of collaboration and productivity. The Emotional Quotient Assessment is a measure of emotional intelligence that indicates how well we manage our emotions and the impact our emotions have on relationships with others. The assessment measures self-awareness, self-regulation, motivation, social awareness, and social regulation.

## Sales Culture Insights

Sales Culture Insights survey allows sales leaders to gain a true understanding of the current pulse of your sales organization. This anonymous survey uncovers perceptions around sales issues, sales management effectiveness, cross-department coordination, and other critical areas.



Diagnose strengths and challenge areas to improve training and coaching.

## Sales Team Reports

Improve hiring and development with our assessments for sales teams, including Sales Team Insights, Brooks Talent Index Team Behaviors, Brooks Talent Index Team Behaviors and Driving Forces, and Team Wheels. These assessments enable sales leaders to understand their team on a group level. Actionable reports reveal key competency trends, uncover the best ways to structure your team, and provide recommendations for training and coaching to help improve overall sales performance.

## IMPACT Selling Skills Index®

Measure a seller's proficiency in the fundamental selling skills of a consultative sales process. The Index measures an individual's knowledge of the hard skills associated with the IMPACT Selling sales process. Get clear, easy-to-interpret results based on real-world scenarios that show challenges and opportunities to improve seller performance. Use IMPACT Selling Skills Index in combination with the Brooks Talent Index for more insight into behavior styles, motivators, competencies, and acumen.



Become your organization's in-house Brooks Talent Index expert.

# Brooks Talent Index<sup>®</sup> Certification

**INSTRUCTOR LED | VIRTUAL | 5 2-HOUR SESSIONS**

Learn how to interpret hiring assessment results and become your organization's in-house Brooks Talent Index expert. The Brooks Talent Index comprehensive assessment takes the guesswork out of hiring. With a Brooks Talent Index certification, you'll learn how to analyze assessment results, evaluate candidates, and debrief new employees. Gain the skills and insight to save time and resources while building more successful teams. Attend five virtual instructor-led sessions, including practice sessions, to obtain certification.

# Sales Training Programs

Equip teams with the sales skills and confidence they need to engage customers more effectively, close more deals, and increase income.

## IMPACT Selling® Sales Training

**INSTRUCTOR LED OR SELF-PACED | IN PERSON OR VIRTUAL | 2 DAYS**

Our flagship IMPACT Selling program empowers sales teams with the confidence and skills to generate breakthrough results. IMPACT Selling equips sales professionals with the skills and proven sales process used by winning teams. Sales professionals learn actionable sales techniques and strategies they can apply to opportunities the very next day including how to engage prospects and customers, build trust and rapport, improve sales funnel predictability, handle objections, negotiate, and shorten sales cycles.

Give your team the tools to research and connect with target buyers, qualify prospects, have more productive sales conversations, engage with decision makers, and sell with value to close more business.

## IMPACT Selling® Refresher

**INSTRUCTOR LED | IN PERSON OR VIRTUAL | 1 DAY**

Keep your team aligned and up-to-date with the IMPACT Selling Refresher training program for sales professionals. Make sure both new team members and experienced sales professionals have the essential skills and consistent sales process to succeed in changing market conditions. Reinforce critical learning and development to strengthen good habits and replicate success.



JOURNAL

# The IMPACT Selling® Process

## UNDERSTAND



INVESTIGATE



MEET



P

## PERSUADE



APPLY



CONVINCE



TIE-IT-UP

Opportunity

Opportunity #2

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**Ready to  
learn more?**





Participants learn proven account management strategies to expand, retain, and protect their most profitable customers.

## IMPACT for Customer Service

**INSTRUCTOR LED | IN PERSON OR VIRTUAL | 2 DAYS**

Learn how to engage and retain customers to maximize every selling opportunity. IMPACT for Customer Service delivers the skills to provide an exceptional customer experience. Understand the challenges and expectations of the customer success role, enhance communication skills, build stronger customer relationships, and provide solutions that connect to customer needs and wants.

## Strategic Account Management

**INSTRUCTOR LED | IN PERSON | 1.5 DAYS OR 2 DAYS**

Learn a proven system to protect and expand profitable customer relationships to drive long-term success. Strategic Account Management training teaches sales professionals a well-defined, highly effective process to grow high-value customers. Your team will learn a straightforward, proven system for developing and servicing their top accounts—and drive revenue for your company. Gain the skills and tools to prioritize key customers, maintain strong relationships and organize, manage, and grow account opportunities.



*Sales professionals learn actionable sales techniques and strategies they can apply to opportunities the very next day.*

## Sales Negotiations

**INSTRUCTOR LED | IN PERSON OR VIRTUAL | 1 DAY**

Protect your profit margins with strategic sales negotiation skills training. Sales professionals learn how to communicate value and hold firm on price; six proven techniques of effective negotiation using a buyer-focused sales process; tactics to overcome objections before they surface; and best practices to handle negotiations smoothly, avoid conflict, and maintain customer relationships.

## Sales Territory Planning

**INSTRUCTOR LED | IN PERSON OR VIRTUAL | 1 DAY**

Uncover high-value opportunities, forecast accurately, and improve customer satisfaction with Sales Territory Planning. Sales professionals learn how to manage territories effectively to optimize potential and drive revenue growth. Create a practical sales territory plan that focuses on high-gain activities with the right prospects—and learn how to execute successfully to meet and exceed sales targets. Participants use their own accounts to develop detailed objectives and daily, weekly, and monthly action steps to reach sales quota.

## Team Dynamics

**INSTRUCTOR LED | IN PERSON OR VIRTUAL | 4 HOURS**

This program teaches the essential skills to improve team alignment, communicate more effectively, and reduce friction. Learn how to identify behavior styles and motivators. Get actionable strategies for communicating with differing personality styles on the phone, email, and face-to-face.

## Conversations with Confidence

**INSTRUCTOR LED | IN PERSON OR VIRTUAL | 1 DAY**

Give your team an edge over the competition with advanced training that helps them build long-term trust with customers and navigate challenging conversations confidently. Sales professionals learn the four DISC personality types, how to recognize a buyer's personality type, and ways adapt their selling approach to match—increasing the likelihood of success.

## 5 Es to Exceptional Customer Service

**INSTRUCTOR LED | IN PERSON OR VIRTUAL | 1 DAY**

Equip your customer service team with the essential skills, tools, and empathy to deliver consistently exceptional customer experiences. This one-day instructor-led program gives customer service professionals the foundational skills and techniques to provide outstanding customer service. Your team will learn how to communicate with empathy, build trust and rapport, manage time, and problem-solve effectively. Turn customer service professionals into trusted advisors, enhance your brand's reputation and credibility, drive repeat business, and increase customer lifetime value with exceptional customer service.



# Sales Performance Research & Insights




Visit [The Brooks Group Resources Center](#) for the latest guides, webinars, white papers, and more to help you become a more effective sales leader.

## AI for Sales Leaders

Tools and information to help you develop a high-performing sales team in the age of AI.



NEW

 THE BROOKS GROUP

# Coaching to IMPACT Selling<sup>®</sup>

PARTICIPANT  
GUIDE



**Ready to  
learn more?**



# Sales Leadership Training Programs

Take management skills to the next level and improve sales performance. Understand how to optimize team dynamics, coach, reinforce skills, and generate more revenue.

## Coaching to IMPACT Selling®

**INSTRUCTOR LED | IN PERSON OR VIRTUAL | 1 DAY**

Maximize your sales training ROI and reinforce the IMPACT Selling process with structured sales coaching. This program gives sales managers and/or sales leaders of teams trained in IMPACT Selling best practices to improve the quality of their sales coaching. Learn a proven system for reinforcing a consistent sales process and practical, easy-to-implement strategies to improve sales coaching skills.

## Sales Leadership Accelerator

**INSTRUCTOR LED | IN PERSON OR VIRTUAL | 2 DAYS**

Sales managers learn proven strategies and techniques to improve your sales team's performance. Apply a structured approach to sales coaching, managing, and motivating sales professionals to achieve predictable results. Develop strategic and tactical plans for acquiring new business, growing existing accounts, and hitting sales goals. Gain a better understanding of the role and where to focus attention. Get a practical system for hiring the right sales talent, coaching effectively, streamlining your sales process, developing clear performance objectives, improving forecast accuracy, and propelling your team to new levels of achievement.



*Learn a proven pipeline management process to build a healthy funnel and grow profitable customer relationships.*

## **Sales Pipeline Management**

**INSTRUCTOR LED | IN PERSON OR VIRTUAL | 1 DAY**

Get the leadership skills you need to coach, develop, and manage a predictable sales funnel. Learn proven pipeline techniques to optimize your sales process, keep deals moving through the sales funnel, and improve sales results. Track progress and performance, forecast revenue growth, and increase win rates. Develop a customized pipeline plan with clear stages, qualifying criteria, and timelines for accelerating close. Focus on the best opportunities, hold sellers accountable, monitor deals in progress, and manage leads effectively. Learn strategies to analyze pipeline data, prevent bottlenecks and stalled deals, and shorten sales cycles.

## **Train the Trainer**

**INSTRUCTOR LED | IN PERSON OR VIRTUAL | 2 OR 3 DAYS**

Learn to deliver training and become your organization's in-house expert. Gain skills and insight, save time and resources, and build more successful teams. Understand the importance of a dynamic training environment. Learn powerful facilitation techniques to create engagement. Adapt program activities to meet your organization's unique business scenarios. See how to adjust your behavior style to communicate with participants effectively and handle a group confidently.



# Reinforcement and Coaching

Strengthen newly learned skills and ensure your sellers apply them in real customer conversations.

## Sales Training Reinforcement: BrooksUP™

**SUBSCRIPTION-BASED | SELF-DIRECTED**

Reinforce IMPACT Selling through AI-powered practice, micro-learning refreshers, and knowledge checks in BrooksUP. Sellers build proficiency by applying key skills in realistic scenarios, completing targeted practice activities, and receiving immediate feedback. BrooksUP focuses on practice and application—helping sellers retain what they learned and use it effectively.

## Coached Reinforcement with BrooksUP™

**INSTRUCTOR LED | VIRTUAL OR IN PERSON**

Take reinforcement further with expert-led sales coaching layered onto the BrooksUP experience. Our coaches work directly with sellers in a structured cadence—guiding practice, facilitating deeper skill application, and addressing real-world challenges. Sellers leave each session with clear direction and personalized action plans, accelerating skill adoption and improving performance in the field.



*Empower your sellers and reinforce skills with micro-learning and AI practice that builds competence.*



*Coach more effectively with heat maps and dashboards to track progress and target areas of improvement.*

# Sales Skills Workshops

Empower your sales team with the strategy and skills they need to reach or exceed quota. Workshops are available for individuals (open enrollment) or customized for teams.

## Advanced Tie-It-Up Skills

**INSTRUCTOR LED | VIRTUAL OR IN PERSON | 2 HOURS**

This workshop teaches sales professionals proven closing techniques to improve confidence and competence. Learn how to leverage buyer trust, connect product value to customer needs, and develop a repeatable process to close more deals.

## Building a Healthy Sales Pipeline

**INSTRUCTOR LED | VIRTUAL OR IN PERSON | 2 HOURS**

This workshop teaches sales professionals proven strategies and skills to build and manage a profitable pipeline. Learn how to identify the most qualified opportunities, move sales-ready prospects through each stage of the process, and hit sales targets.

## Building Long-lasting Customer Relationships

**INSTRUCTOR LED | VIRTUAL OR IN PERSON | 2 HOURS**

This workshop teaches sales professional effective strategies for connecting with customers after the initial sale. Learn how to increase confidence and trust, become a strategic advisor, and create profitable long-term relationships.



Empower your sales team with fundamental competencies and strategies in targeted skills workshops.

## Emotional Intelligence in Sales

**INSTRUCTOR LED | VIRTUAL OR IN PERSON | 2 HOURS**

This workshop teaches sales professionals the principles of emotional intelligence to improve sales performance. Learn how to recognize and understand your emotions and the emotions of prospects and customers to navigate sales interactions more successfully.

## Pre-Call Planning

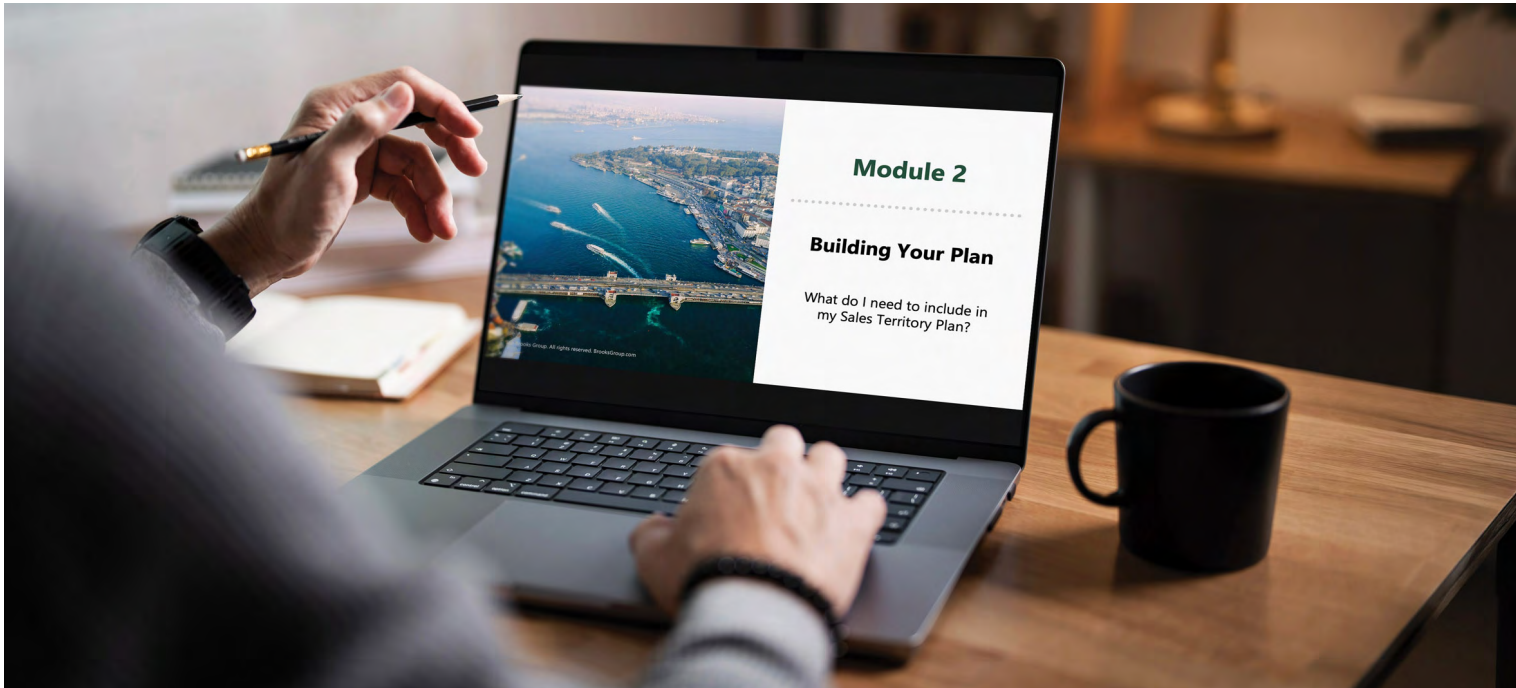
**INSTRUCTOR LED | VIRTUAL OR IN PERSON | 2 HOURS**

This workshop teaches sales professionals how to have more effective sales calls that yield better outcomes. Learn how to set meeting objectives, research stakeholders, plan for questions, and fulfill the intention of every sales call.

## Prospecting Strategies

**INSTRUCTOR LED | VIRTUAL OR IN PERSON | 2 HOURS**

This workshop equips sales professionals with cutting-edge strategies and practical tools to excel at prospecting. Learn the critical elements of prospecting to win new business and grow existing accounts.



Learn how to create practical sales territory plans that identify and prioritize high-value opportunities.

## Sales Territory Planning

**INSTRUCTOR LED | VIRTUAL OR IN PERSON | 2 HOURS**

This workshop teaches sales professionals how to manage territories effectively to optimize potential and drive revenue growth. Learn how to create a practical sales territory plan that focuses on high-gain activities with the right prospects.

## Turning Objections into Opportunities

**INSTRUCTOR LED | VIRTUAL OR IN PERSON | 2 HOURS**

This workshop teaches sales professionals essential skills to sell with value, differentiate your solution, and close more deals. Learn how to identify, understand, and respond to customers' most common objections.



## About the Brooks Group

Unlocking sales potential for over 45 years. The Brooks Group is the leading sales training and development company empowering sales teams to generate breakthrough results. Notable clients include Airbus, Avita Medical, Bobcat, Hitachi Energy, Mack Trucks and Volvo Trucks, SANY Americas, Texas Instruments, and United States Air Force.

## Find the Right Program for Your Team

To learn more about our suite of ROI-driven sales training and development programs, best-in-class assessments, and industry-leading reinforcement tools, visit [BrooksGroup.com](https://www.BrooksGroup.com).



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