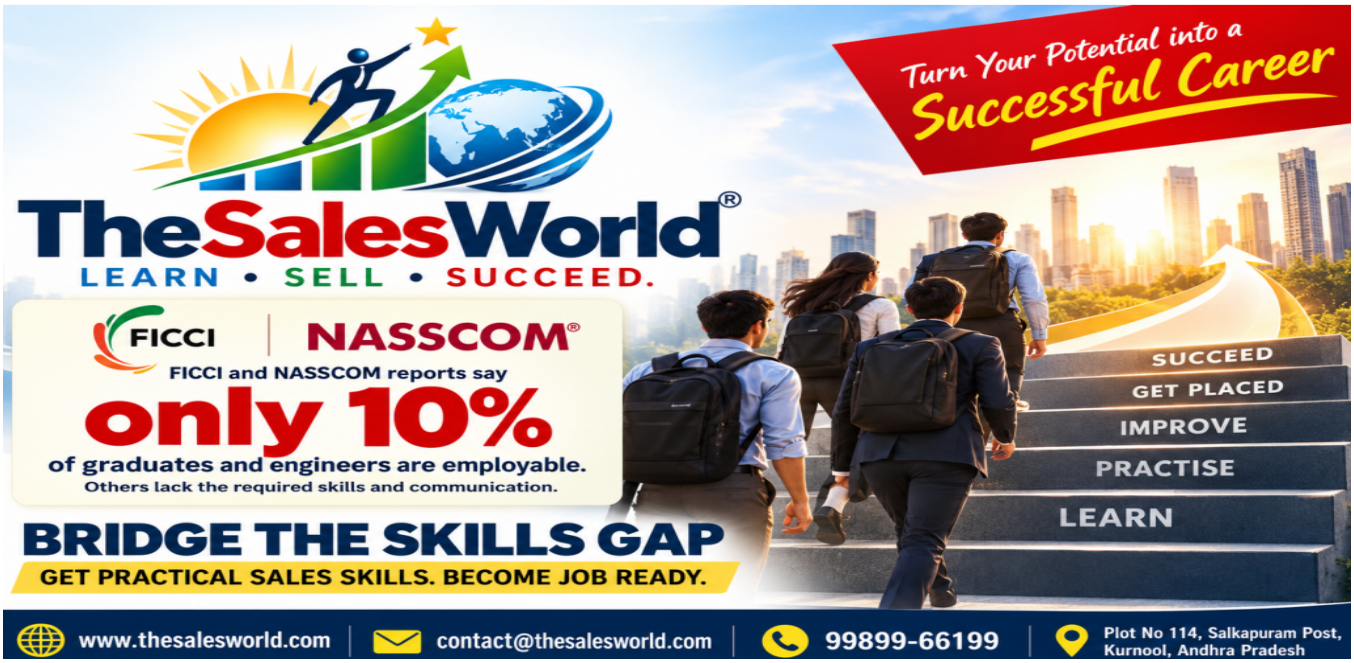


TRAINED PEOPLE. BETTER BUSINESS.

A practical sales capability programme for companies that want stronger execution, better customer conversations and measurable results.

WHY INVEST IN TRAINED MANPOWER?

Because productivity is not only about working harder. It is about helping people do the right work, in the right way, consistently.

THE SALES WORLD

LEARN • SELL • SUCCEED

Turn your existing workforce into a more confident, capable and customer-focused team.

THE BUSINESS CASE FOR TRAINED MANPOWER

Training is an investment in the way work gets done—not just a classroom activity. When it is linked to real business goals and reinforced on the job, it can improve execution, customer experience and productivity.

11%	10%	49%
higher productivity associated with classroom training in one Canadian study*	more work completed after a targeted programme in a 2026 Harvard summary*	of learning professionals surveyed said executives were concerned employees lacked skills for business strategy*

*These are findings from specific studies/surveys, not a guarantee of results for every company. See references on page 4.

WHAT TRAINING CAN HELP IMPROVE

Sales productivity

Better prospecting, route/beat planning, sales-call structure, follow-up and conversion discipline.

Customer experience

Stronger listening, needs discovery, product explanation, objection handling and complaint resolution.

Execution consistency

More reliable order booking, reporting, territory coverage, CRM usage and adherence to sales processes.

Manager effectiveness

Clearer coaching conversations, better problem-solving and fewer avoidable escalations for routine issues.

Faster readiness

New hires practise core tasks before they are expected to perform independently in the market.

The key principle: define the business result first, train the skills that influence it, and measure the change after training.

HOW THE SALES WORLD CAN MAKE A DIFFERENCE

TheSalesWorld brings practical sales learning closer to the realities of the workplace. The focus is not only on knowing sales concepts—it is on practising behaviours employees can use with customers and prospects.

PRACTICAL MODULES FOR COMPANY TEAMS

01 Communication & customer handling

Professional introductions, listening, questioning, confidence and customer conversations.

02 Product value & market understanding

Explain benefits clearly, understand customer needs, identify segments and recognise competitor alternatives.

03 Prospecting & lead generation

Build prospect lists, qualify opportunities, plan outreach and use structured follow-up.

04 Selling, negotiation & closing

Present value, respond to objections, negotiate responsibly and ask for the order.

05 Field sales & business discipline

Outlet coverage, beat planning, order booking, target planning and daily sales reporting.

06 Review, coaching & action plan

Role-play, field assignments, manager feedback and a practical plan for applying skills on the job.

LEARN	PRACTISE	APPLY	MEASURE
Focused concepts and demonstrations	Role-play and realistic sales situations	Use skills in actual customer interactions	Compare agreed KPIs before and after

SUITABLE FOR

Sales executives • Telecallers • Retail and distributor sales teams • Field sales officers • Customer-care teams • New hires • Frontline supervisors and sales managers

PROGRAMME DESIGN

Training can be tailored around your products, customers, sales cycle and current performance gaps. The existing SalesWorld starter format is six days with two classroom hours daily, supported by practical fieldwork. Corporate programmes should be scoped with the company before delivery.

We recommend agreeing on 2–4 measurable indicators before training, such as qualified calls, outlet coverage, conversion rate, average order value, repeat orders, reporting accuracy or time to competence.

MAKE TRAINING ACCOUNTABLE TO RESULTS

TheSalesWorld encourages companies to evaluate training against work outcomes—not attendance alone. Results depend on programme fit, manager support, employee practice, market conditions and follow-through.

A SIMPLE COMPANY IMPLEMENTATION PLAN

1. Diagnose

Identify the performance gap with managers and frontline employees.

2. Set targets

Agree on a small baseline scorecard before training.

3. Train & practise

Use company examples, role-plays and practical assignments.

4. Coach on the job

Managers reinforce the behaviours in real sales situations.

5. Review impact

Compare agreed measures after training and decide what to improve.

LET'S DISCUSS YOUR TEAM'S NEEDS

THE SALES WORLD
LEARN • SELL • SUCCEED

Website: www.thesalesworld.com
Email: contact@thesalesworld.com
Call: 99899-66199

ONLINE REFERENCES

1. OECD, “Training in Enterprises” — overview of evidence linking firm-provided training with productivity, profitability, service quality and task efficiency. Read the OECD research

2. McKinsey, “Putting a value on training” — recommends linking training to business metrics such as sales, basket size, conversion rates, downtime and fill rates. Read the article

3. Harvard Kennedy School, “Why Employee Training Pays Off for Companies Twice” (12 Jan 2026) — summary of research reporting 10% more work completed by frontline employees following a targeted programme in one setting. Read the summary

4. McKinsey, “The five things sales-growth winners do to invest in their people” — discusses connecting sales capability training with commercial outcomes and tracking performance impact. Read the article

The findings above come from external research and are not a promise of specific results from TheSalesWorld. We recommend measuring outcomes against each company's own baseline.