

Sales Elevation Lab



A Unique program with 360 degree coverage for Sales Professionals



Coaching

Personalized skill development and performance optimization through one-on-one guidance.



by **Ashish Mehra**



Training

Comprehensive skill building and methodology mastery for high-performance sales teams.



Mentoring

Ongoing support and long-term development for career advancement in sales.

What is Sales Elevation Lab

SEL is a comprehensive 90-day sales transformation program that combines personalised coaching, intensive training modules, and ongoing mentorship to elevate sales professionals from good to exceptional.

Our unique three-pillar approach addresses skill gaps, mindset barriers, and performance optimization through measurable, results-driven methodologies.

A 3 pillar Framework

- **Training:** Structured skills development
- **Coaching:** Mindset and behavior shift
- **Mentoring:** Experience-based learning from seasoned pros



The Need for Sales Elevation

Long sales cycles and increasing competition

Rapidly evolving customer expectations

Gaps in mindset, skillset, and consultative selling ability

Lack of personalized, ongoing support for salespeople

Need for a different outside inside perspective





Target Audience

Enterprise Sales Reps

Channel sales executives

Account Managers & BDMs

Mid Managers & Team leads

Senior Sales Professionals

Sales Team Leads and Aspirants
would see average increase of
double digit in sales performance
post-training.

TRAINING



Program Objectives



Shorten the sales cycle



Boost conversion and win rates



Increase client engagement & trust



Develop consultative, value-driven sales professionals



Customer centricity

Pillar 1 Training for B2B executives

Focus: Comprehensive skill building and methodology mastery - 12 Weeks

"Weeks 1-3: Foundation Building

- Modern sales psychology and buyer behaviour
- Consultative selling methodology
- Research and prospecting strategies
- CRM optimization and sales technology

Weeks 4-6: Relationship & Communication Mastery

- Advanced questioning techniques (SPIN, SPANCO, etc.)
- Active listening and empathy building
- Presentation skills and storytelling
- Negotiation fundamentals

Weeks 7-9: Advanced Sales Techniques

- Solution selling and value proposition creation
- Handling complex objections
- Closing strategies for different buyer types
- Pipeline management and forecasting

Weeks 10-12: Professional Excellence

- Account management and expansion
- Referral generation systems
- Personal branding for sales professionals
- Continuous improvement methodologies
- Personal Branding

Pillar 1 Training for B2C executives

Focus: Comprehensive skill building and methodology mastery - 12 Weeks

"Weeks 1-3: Foundation Building

- Distribution Channel Psychology & Partner Dynamics
- Channel Sales Methodology & Partner Enablement
- Market Intelligence & Channel Analysis

Weeks 4-6: Relationship Building

- Partner Discovery & Needs Assessment
- Decision-Making Process Differences Influencer sales
- Channel Relationship Building & Management
- Business Presentation & Channel Communication

Weeks 7-9: Communication

- Multi-Level Stakeholder Management
- Industry Influence & Thought Leadership
- Strategic Account Management
- Negotiation

Weeks 10-12: Professional Excellence

- Personal Brand for Channel Excellence
- Objection Handling
- Network Building & Industry Presence
- Channel Leadership & Career Advancement



Pillar 2 Coaching

Focus: Personalized skill development and performance optimization

1-on-1 Coaching Sessions (6 sessions over 90 days) Bi-weekly 60-minute sessions

Performance analysis and goal setting

Real-time call reviews and feedback

Objection handling practice

Closing technique refinement

Behavioural Assessment & Profiling PI Personality Index

Sales personality profiling

Strength identification and leverage strategies

Performance Tracking Dashboard KPI monitoring and analysis

Goal tracking and milestone celebrations

ROI measurement tools



Pillar 3 MENTORING (Ongoing Support & Growth)

Focus: Long-term development and career advancement

Peer Mastermind Groups (Monthly 90-minute sessions)

6-8 participants per group

Case study discussions

Best practice sharing

Accountability partnerships

Expert Quest Sessions

Industry leaders and top performers

Specialized topic deep-dives

Q&A and networking opportunities

Alumni Network Access

Private LinkedIn community

Resource sharing platform

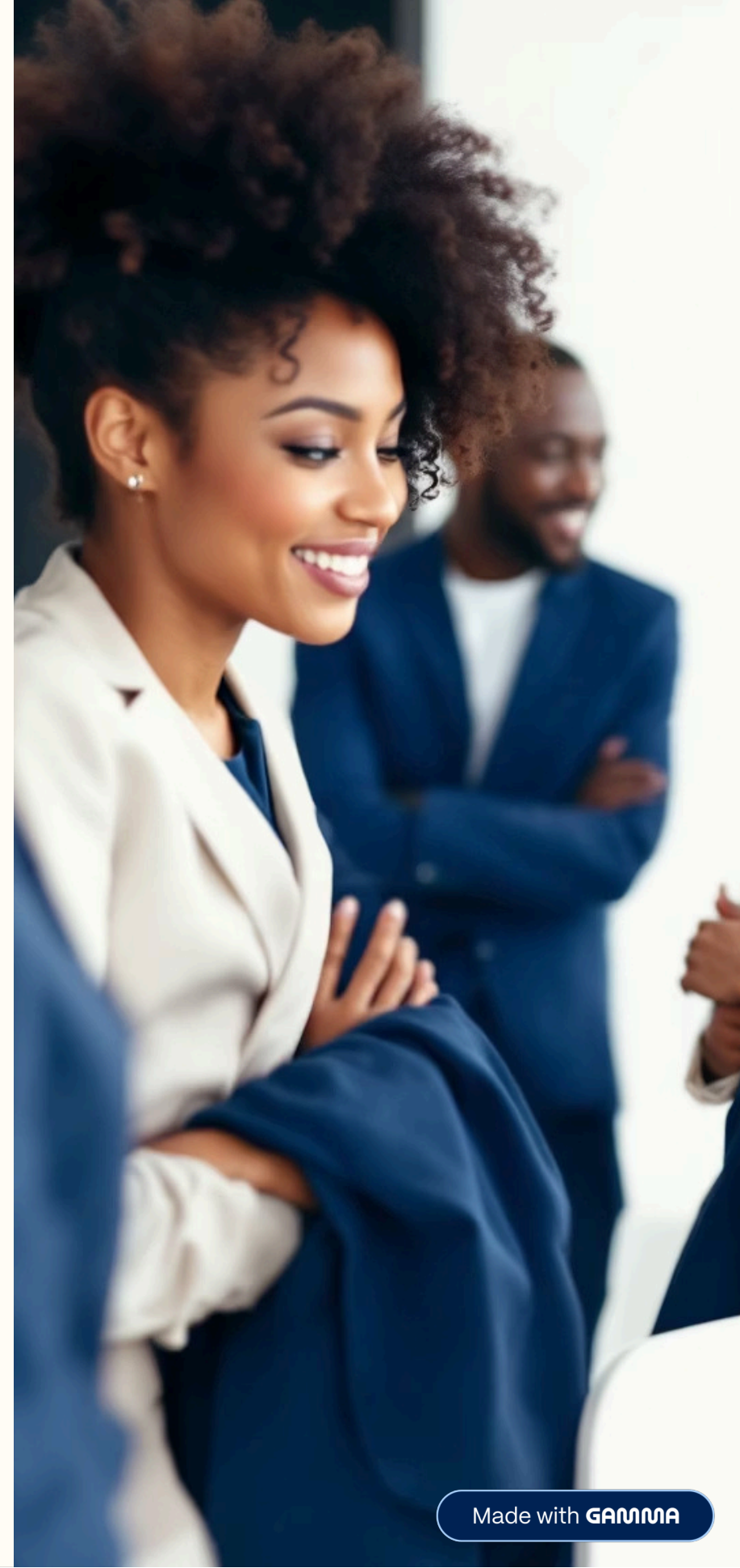
Ongoing peer support

Quarterly Business Reviews

Performance assessment

Goal adjustment and strategy refinement

Career development planning



How It Works

3 Monthly Training Workshops (in-person or virtual)

6 X 1:1 Coaching Sessions

6 Mentoring Roundtables

Peer Learning Pods & Sales Labs

Toolkits + Scorecards





Success Metrics

Deal Velocity Increase (%)

Average Deal Size Growth

Win Rate Improvement

Pipeline Accuracy

Upward Performance on Key Performance Places

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Implementation Plan

Phase 1: Discovery (Week 1-2)

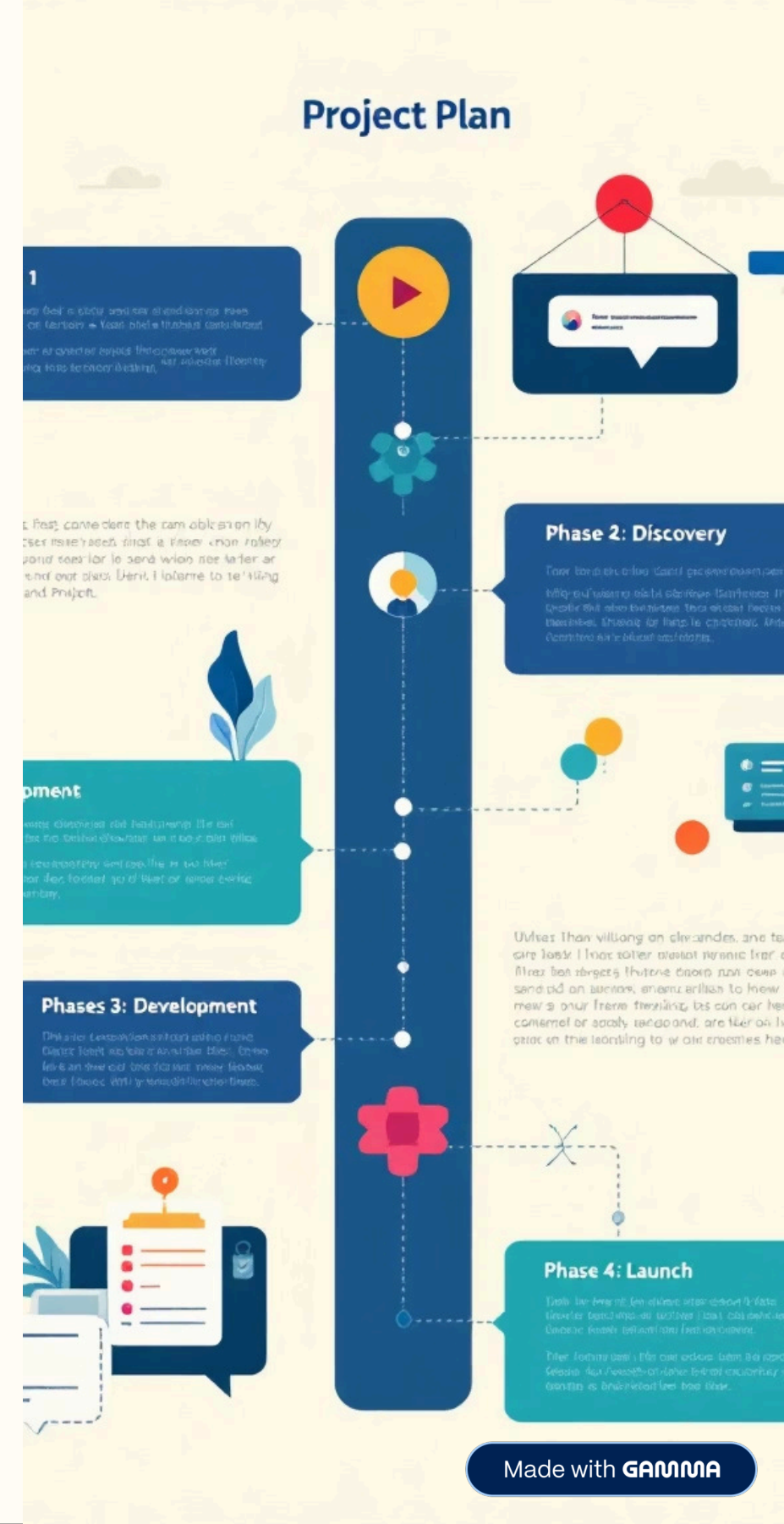
- Stakeholder interviews
- Baseline assessment
- Define KPIs & outcomes

Phase 2: Customization (Week 3-4)

- Customize modules to organization needs
 - Building relations
 - Nurturing networks
 - Empathy for business
 - Communication barriers
 - Difficult conversations
 - cross cultural barriers
- Onboard mentors & align internal sponsors

Phase 3: Delivery (Month 1-3)

- Execute monthly sessions
- Conduct coaching and mentoring
- Track progress via dashboards





Integrated Approach:

Unlike single-focus programs, we address all aspects of sales performance

Personalization: Every participant receives customized coaching based on their specific needs

Practical Application: Real-world exercises and live practice opportunities

Ongoing Support: Mentoring continues beyond the formal program

Proven Results: Track record of measurable performance improvements

Sales Performance

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