

Amthal Fire and Security is a leading provider of electronic fire and security solutions. They help individuals and businesses to safeguard their people and property.

Two senior salespeople at Amthal, Phil Bryant and Matt Johnson, wanted to develop their skills. They reached out to iSales Academy, who offered a Level 4 Sales Executive course that would help them to:



- Build and retain effective sales relationships
- Manage key company accounts more successfully
- Learn new sales strategies & closing techniques
- Analyse customer needs & propose relevant solutions
- Deliver outstanding customer experience
- Improve time management & personal effectiveness

Amthal is proactive in its training and development, and has offered many staff the opportunity to complete apprenticeship training. Phil and Matt therefore welcomed the opportunity to gain an extra qualification with iSales Academy.

Producing a new sales strategy

After beginning the Level 4 Sales Executive course, Phil Bryant developed a new sales strategy and plan which he executed in his job. Using stakeholder mapping, alongside other skills learned on his apprenticeship course, he:

- Assessed which clients should be prioritised
- Considered which accounts could be grown
- Identified white space for upselling opportunity

With the help of iSales Academy, Phil calculated which accounts offered the best Return on Investment to Amthal. He then worked with his team to prioritise these clients regarding customer service and communication by adopting a sale's through service approach.

As a result of this new strategy, Phil's sales team was able to:

- Manage their time more efficiently
- Grow accounts with the largest ROI
- Ensure that the largest stakeholders were satisfied

Amthal's strategic sales team were able to direct their energy where it counted most. This was aided by the territory planning training provided to Phil on his apprenticeship course.

Developing sales skills and pushing boundaries

After beginning the Level 4 Sales Executive course, Matt Johnson became a dedicated point of contact for many key clients. iSales Academy helped him develop on the key skills required to be a better account manager. This helped him to:

- Provide optimum customer service
- Improve responsiveness to customers
- Effectively communicate & engage with stakeholders
- Handle objections and negotiate sales terms

As a result, Matt developed strong relationships with many of Amthal's clients. He was therefore able to:

- Grow key accounts
- Make more sales
- Upsell & cross-sell
- Increase his value to the business

This was an iterative process, assisted by iSales Academy. By regularly self-evaluating and improving his skills, Matt developed strategies to reach his goals.

Meeting increased sales targets

As Phil and Matt grew the company's strategic accounts, Amthal Fire and Security set them both increased sales targets. This provided a particular challenge to Phil who, as the Head of Strategic Accounts, was already shouldering the increased pressures of a slowing economy.

iSales Academy helped Phil to achieve his new sales targets by teaching him strategies to:

- Identify where more sales could be made
- Better manage his sales team
- Create a clear, detailed plan of action

Both Phil and Matt achieved their targets. In particular, Phil grew his team's sales so much that he required more resources, and therefore recruited another apprentice into the company to satisfy this need. This person is also now enrolled on the iSales Level 4 apprenticeship.

What our client said

I welcomed the opportunity to complete the Sales Executive Level 4 course. It allowed me to learn more theory and to rediscover techniques which I could apply to my work.

Along with my colleague Matt, we used the course to help us to take a more strategic approach to our day-to-day roles. We took time away from the desk to learn, consider, plan and reflect. Once back at my desk, I was then able to focus and execute the strategic plan with the team.

This has led to significant improvements and most importantly growth in my team and the revenue we generate for the business.

I would highly recommend iSales Academy and the Sales Executive Apprenticeship for sales leaders looking to sharpen their skills and sales teams alike.

Phil Bryant, Head of Strategic Accounts, Amthal Fire & Security

iSales
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Talk to us about Apprenticeships

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