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Sales Skills Development Centre

by Eren Ikiz

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Training alone is not closing the execution gap

THE SALES REALITY

47%
of Gen Z sellers do not get enough role-play before customer calls.

Salesforce, 2026

40% / 20%
40% of sellers deviate from process; only **20%** of managers believe deals are repeatable.

Salesloft, 2025

56%
of managers say reps miss critical risks that stall deals.

Salesloft, 2025

6.2 months
average AE ramp time to full productivity in B2B sales.

The Bridge Group, 2026

The problem is not simply a lack of training. It is the gap between knowing, doing, coaching and repeating what works.

Start with evidence before designing development

THE SOLUTION

Sales Development Centre simulates real selling situations, observes behaviours and builds a targeted development plan around actual needs.

- Realistic sales cases and simulations
- Personality and behavioural inventories
- Individual and team reporting
- Needs analysis and targeted training
- Optional PACE Sales Coaching for sustainability

Improva Sales Development Center Journey

THE PROCESS

1. Sales Assessment Center

2. Reporting

3. Needs Analysis

4. Training

5. PACE Sales Coaching

The sequence can be delivered as a full journey or scoped to the entry point the client needs most.

Three ways Improva Builds Sales Capability

WHICH ONE SUITS YOU BEST?

Sales Development Centre

Diagnose capability gaps before training.

Use when the client needs evidence, assessment, reporting and targeted development.

X-Force Sales Academy

Build a shared sales culture and curriculum.

Use when the client needs a branded, company-specific development journey.

PACE Sales Coaching

Turn sales managers into effective sales coaches.

Use as a standalone product or as reinforcement after development.

What gets measured can be developed

MEASUREMENT LOGIC

Before — Assess behaviours, preferences and sales situations.

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During — Track participation, practice, application and trainer observations.

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After — Review sales behaviours, progress and business indicators.

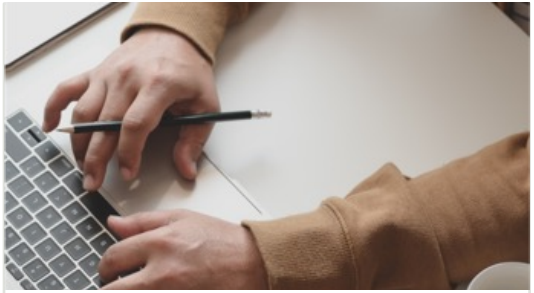
The aim is not to deliver more content. The aim is to understand what behaviours need to change and whether the change is visible in the field.

Sales Assessment Design

WHAT PARTICIPANTS EXPERIENCE

Real sales simulations

Existing-customer issue, new customer visit, proposal creation and team dynamics.



Personality inventories

Behavioural style, sales style, stress management, motivation, negotiation and problem solving.

Reporting

Team findings, individual strengths, development areas, potential and training priorities.

Based on the original Sales Development Centre agenda: case studies, inventories, reporting and development planning.

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Key Development Focus Areas

From diagnosis to targeted capability building

Sales Excellence

Core principles and disciplines that distinguish top-performing sales professionals from average performers

Results Orientation

Developing the mindset and habits that consistently drive quota achievement and revenue growth

Professional Awareness

Building the consultative presence and credibility with customers

Strategic Sales Skills

Mastering account planning, opportunity management, and competitive positioning

Sales Leadership

Identifying and developing high-potential sales talent and prepare future leaders

Negotiation Mastery

Techniques for maintaining value while building mutually beneficial client relationships

Customer needs

Use questioning, listening and discovery to understand real needs.

A STRONGER SALES FORCE STARTS WITH A CLEARER DIAGNOSIS

Your Value

01 Capability visibility

Know where strengths, gaps and hidden potential sit across the sales team.

02 Targeted investment

Avoid generic training by designing development around observed needs.

03 Behavioural consistency

Translate selling standards into repeatable actions and conversations.

04 Leadership pipeline

Identify sales talent with future leadership potential.

Best fit: organizations that want to understand their current sales capability and strengthen specific skills and behaviours through targeted development.

Ready to improve your sales capability?

We can design a Sales Development Centre around your sales roles, customer environment and business priorities.

- Clarify the sales roles and success criteria
- Design real-life cases and assessment tools
- Assess, report and identify capability gaps
- Build a targeted training and follow-up plan

Discuss your Sales Development Needs

info@improva.ca
+1 647 806 4549
www.improva.ca

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