IMPROVA
TAILOR MADE IMPROVEMENT

X-FORCE SALES ACADEMY

A layered, mission-based sales academy for building sales capability, discipline and culture.

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The Realities

63% Of Sales Leaders consider Talent Development is their top challenge. *HubSpot 2020*

83% of sellers rate themselves as competent

41% of their managers agree. *Salesloft 2025*

56% of sales managers say reps miss critical risks that stall deals. *Salesloft 2025*

89% Burnout sellers, 54% are actively looking for a new job. *Gallup 2022*

52% of sales reps say traditional enablement does not provide the skills they need.. *Salesforce, 2026*

Talent Development

Skill Gaps

False Confidence

Motivation

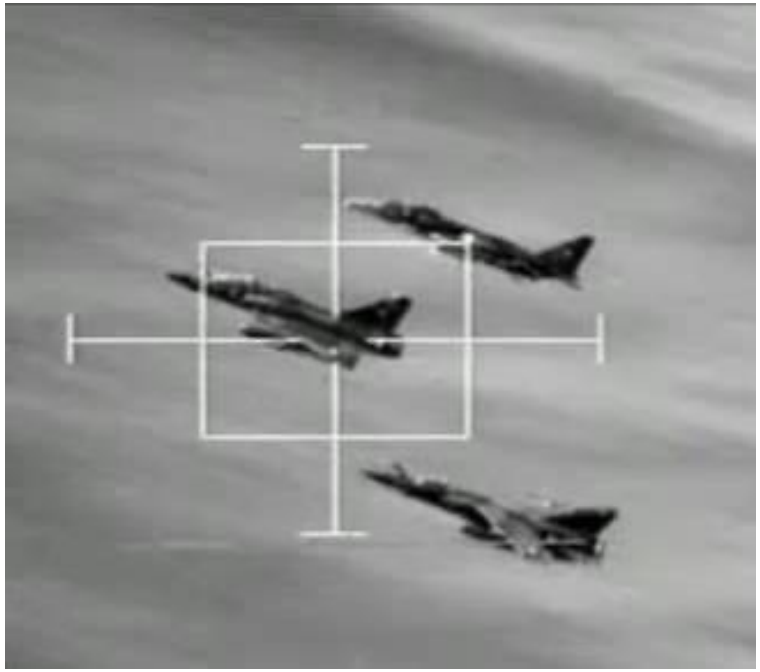
Training

Build a Shared Sales Culture

THE SOLUTION

X-Force Sales Academy is a branded, company-specific development journey that builds sales capability in layers — from foundational selling to advanced client engagement, teamwork and sales leadership.

- Creates a common sales language and standards, thus making it your company culture.
- Develops reps, account managers, advisors and field teams giving them advanced professional skills and setting them apart in a competitive market.
- Improves managerial capabilities
- Progresses through Top Gun 1, Top Gun 2, Top Gun 3 and Blackhawk
- Combines training, practice, assignments and recognition
- Can connect to assessment or coaching when needed
- Overcomes inertia and stagnation



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Crafting the Ideal Sales Consultant

To truly excel in complex business environment, Salespeople need more than product knowledge. They need must embody a unique blend of:

Knowledge
Deep product understanding & market insights

Skills
Communication, negotiation, and client engagement

Behaviour
Proactive, ethical, and client-centric approach

Values
Integrity, empathy, and dedication

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Crafting the Ideal Sales consultant

THE SELLER DNA

SALES COMPETENCIES

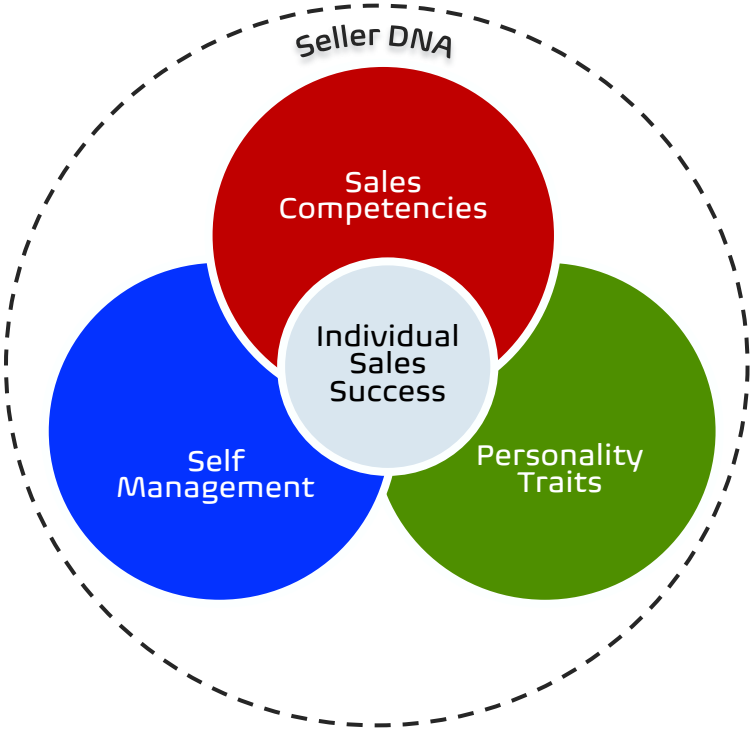
Sales core skills and expertise that enable achieving high-performance sales outcomes.

SELF MANAGEMENT

Managing agendas and prioritizing tasks to optimize productivity and results.

PERSONALITY TRAITS

Characteristics, behaviours, and qualities that influence approach, communication style, and leadership abilities.



Seller DNA connects capability, self-management and behavioural style into individual sales success.

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Key Development Focus Areas

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 essential for enterprise B2B sales success

Strategic Skills

Mastering account planning, opportunity management, and competitive positioning

Sales Leadership

Identifying and developing high-potential sales talent for future leadership roles

Negotiation Mastery

Techniques for maintaining value while building mutually beneficial client relationships

The Improva Difference

OUR IMPACT FORMULA

Understand Real Needs
We start by thoroughly understanding your specific business challenges and sales environment.

Create Awareness
Our assessment process cultivates essential self-awareness of strengths and areas for development.

Identify Talents
We discover hidden potential and natural abilities that can be harnessed for sales success.

Build Competencies
Targeted training enhances the specific skills needed to thrive in your market.

Change Behaviors
Our approach turns knowledge into consistent, sustainable behavioural change.

Achieve Results
The result is measurable performance improvement and increased sales effectiveness.

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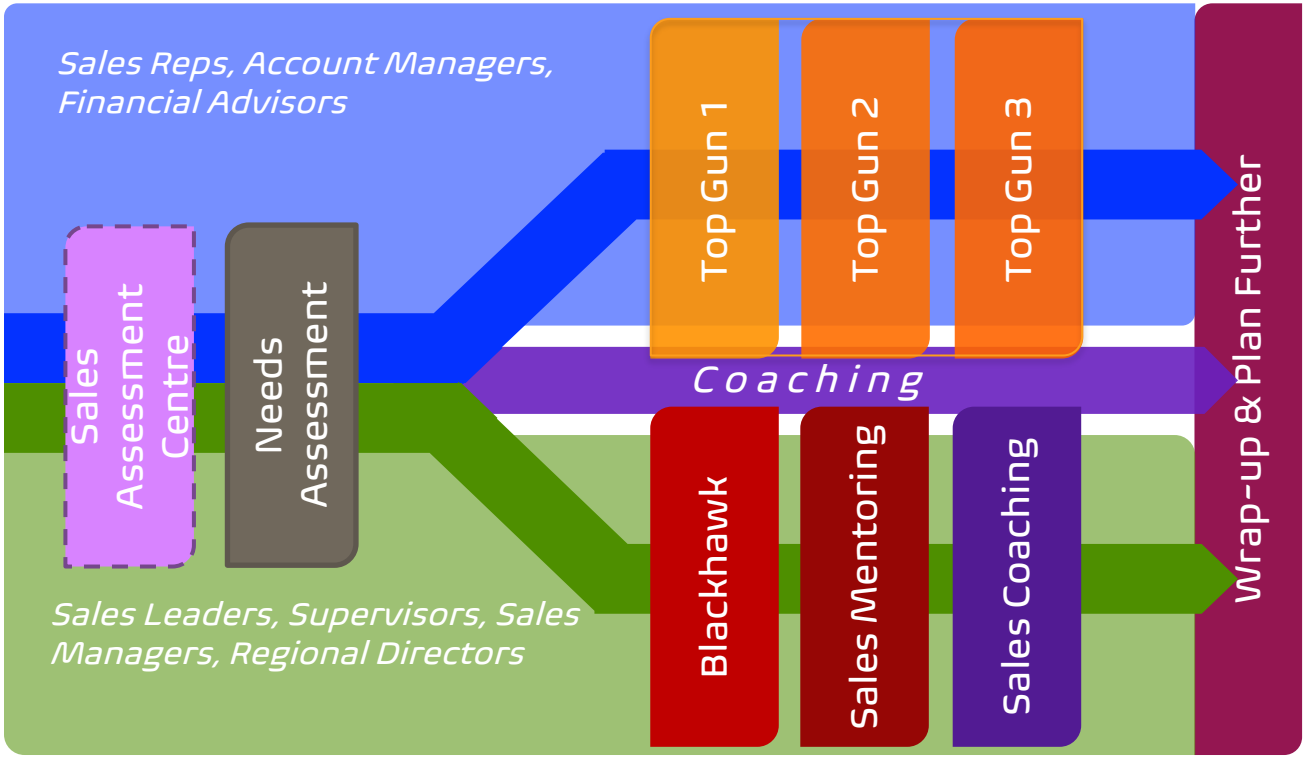
Program Flow

AN AWARD-WINNING PROCESS



X-Force Academy Architecture

TOP GUN 1 → TOP GUN 2 → TOP GUN 3 → BLACKHAWK

01 Top Gun 1 Foundational Sales Mastery
Personal skills, sales process, sales styles and customer relations.

02 Top Gun 2 Advanced Client Engagement
Difficult meetings, relationship selling, impact, influence and negotiation.

03 Top Gun 3 Team & Self Mastery
Team dynamics, systematic execution and problem-solving with the team.

04 Blackhawk Leading Sales
Sales leadership, team formation, management tools and sales coaching.

Each academy is tailored around the client's products, customers, sales roles and culture and can include coaching, mentoring, assignments, projects, presentations, awards and follow-up

Top Gun 1 - *Foundational Sales Mastery*

BUILD THE SALES BASE

01 Manage Self

Posture, dressing, planning and agenda management.

02 Manage Sales Process

Lead generation, needs analysis, presentation, proposal, closing and follow-up.

03 Manage Customer Relations

Sales styles, listening, questioning, objection handling, communication, persistence and trust.

Outcome:
participants create a stronger personal sales discipline and a repeatable approach to customer conversations.

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Top Gun 2 - *Advanced Client Engagement*

DEEPEN THE CLIENT CONVERSATION

01 Difficult People & Meetings

Conflict resolution, saying no and managing friction.

02 Sales Techniques

Relationship selling, cross-selling and tactical empathy.

03 Impact & Influence

Stress management, personal awareness, speech, body language and mirroring.

04 Masterful Negotiation

Game theory, trust and power, persuasion principles and negotiation techniques.

Outcome:
participants move beyond basic selling toward more resilient, persuasive and value-protecting client engagement.

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Top Gun 3 – *Team & Self Mastery*

MAKE PERFORMANCE REPEATABLE

01

Becoming One Team

Goal orientation, trust, motivation and team dysfunctions.

02

Systematic Approach

Planning, time management, prioritization and analytical perspective.

03

Problem Solving

Creativity, planning, prioritization, goal setting and shared ownership.

Outcome:
participants connect individual sales performance with team discipline, planning and shared problem solving.

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BLACKHAWK – *LEADING SALES*

TURN SALES MANAGERS INTO SALES LEADERS

01 Leadership Today

Leadership star, FED concept, trust and ethics.

02 Team Formation

Meeting management, dynamic leadership and delegation.

03 Management Tools

Motivation, retention, feedback, talent development, networking and change management.

04 Sales Coaching

PACE method, awareness, feedforward, questioning, mentoring and development planning.

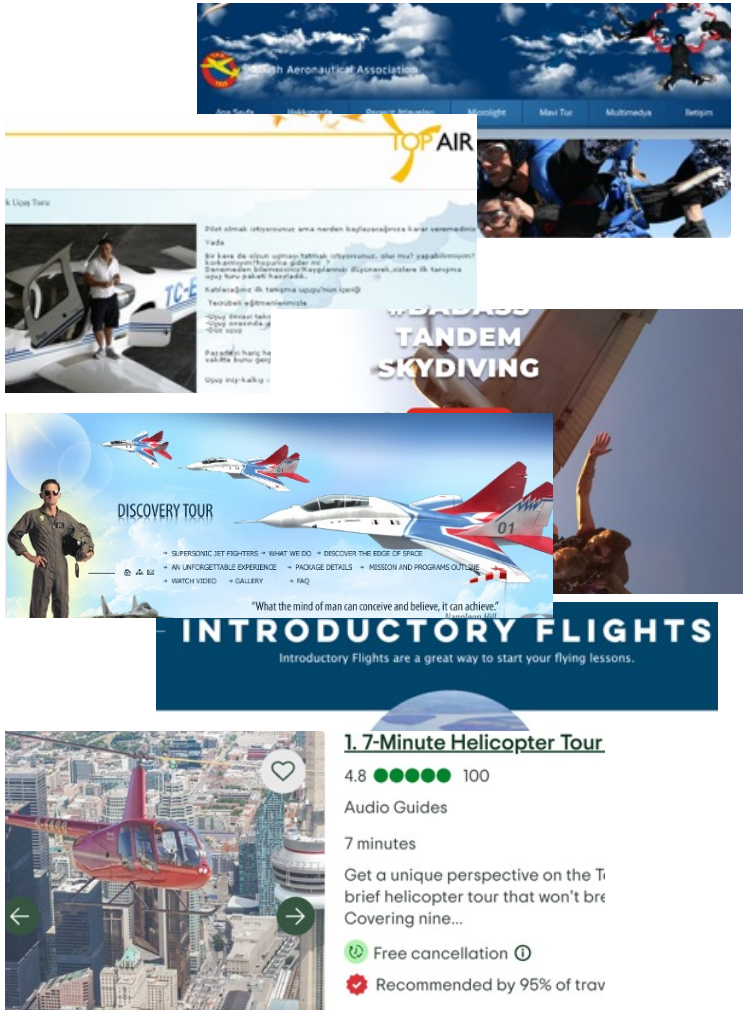
Motivation & rewards

EXPERIENCE, APPLICATION AND RECOGNITION

- Field visits and real customer examples
- Assignments, videos, reading and application tasks
- Projects and team presentations
- Awards, recognition and reward experiences
- Follow-up to keep the academy visible after classroom sessions

The air-force theme gives the academy a memorable identity.

The real differentiator is the discipline of repeated application.



Selected Academy Experience

BRANDED SALES DEVELOPMENT IN PRACTICE

PwC Rainmaker Academy

Technical professionals without formal sales experience; focus on planning, persuasion, cold calls, sales process and leadership.

C-Force / Cigna

Sales-force development linked to future leadership and measurable sales growth.

MSD Sales School

Customized field-team and manager tracks using field visits, real examples, sales modules, coaching sessions and follow-up.

Each academy is designed around the client's business reality and given a name, story and rhythm that the organization can own.

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.

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Ready to build your X-Force?

Discuss your Sales Development Needs

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

- Clarify target roles and success criteria
- Design academy levels and themes
- Build Top Gun and Blackhawk modules
- Integrate assignments, projects and recognition
- Measure progress and application

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