

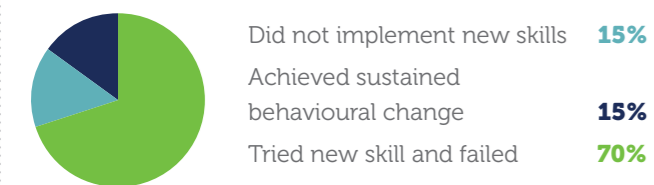
The IBP Learning Zone measures and sustains the impact of learning and behavioural change in and outside the classroom.

- Research shows that, on average, individuals forget up to 70 percent of the content within 24 hours and 90 percent within a week of the learning experience.
- Research also shows that after attending training, individuals typically increase their performance and productivity by 26%, but those who receive additional coaching and support relating to the training show an improvement of up to 88%.

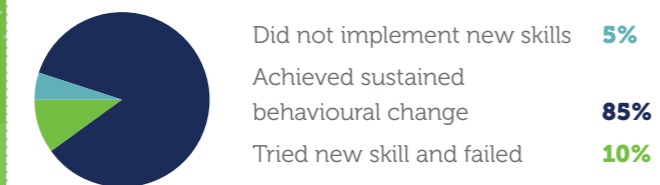
Learning should not be seen as a one-off event – achieving sustained behavioural change is a continuous process, so what you do after the learning event is more important than what you do during the event itself.

Because everyone learns at their own pace and in different ways, IBP has created the IBP Learning Zone as a place for sales professionals and managers to explore new techniques and refresh their knowledge so that they can continue to improve their game.

Average Learning Application



Learning Application with IBP



Reinforcement is the key to learning new skills and behaviours.

Also available from Impact Business Partners:

Our clients rely on IBP to keep their sales forces at the peak of their game. At IBP, we make it our business to keep up with the world's most innovative and successful approaches to selling – and to translate them into solutions that deliver direct top-line growth for the businesses that we partner with.

SALES TRANSFORMATION

Impact Business Partners specialises in transforming sales team performance and strategy. As experts in sales, strategic thinking and psychology, we have an unbeaten track record in giving companies the edge they need to succeed.

We don't just look at outcomes – anyone can do that. Our training delivery teams and psychologists understand the behaviours, skills, capabilities and motivations that drive top-performing salespeople, and how to unlock their full potential.

IBP LEARNING ZONE

Measure and sustain the impact of learning and behavioural change in and outside the classroom.

An essential tool for both teams and managers, the Impact Learning Zone includes a range of learning aids, reminders, bitesize videos and downloads that enable individuals to revisit lessons and review their progress. The Learning Zone will also give you and your sales team access to the Sales Coach App where ever you are.

COACHING

Sales Coaching is essential for creating sustainable and measurable impact on your top line revenue growth. The return on your training investment is achieved when new skills are embedded and reinforced through effective and consistent coaching. IBP offers a unique set of coaching development programmes for sales managers and leaders, as well as tools to help and support you and your sales organisation in driving successful revenue growth.

SALECOLOGY

Salecology is the science of building connections with customer – and influencing them to say "Yes".

It is a supercharged set of skills that enables sales, marketing and customer service teams to engage with clients on a completely new level. It is an invaluable tool for anyone seeking to improve their understanding of customer behaviour, boost their sales performance, and build stronger, more productive relationships.



Impact Business Partners Ltd
Rex House, 4th Floor,
4-12 Regent Street,
London SW1Y 4PE

T +44 (0)207 649 9959
W impactbp.com

Follow us on:

[@IBPSales](#)
for regular sales tips and market updates

[@Salecology](#)
for the latest inside knowledge on how to get your customers to say "Yes"



Measure and sustain the **impact of learning** and behavioural change in and outside the classroom

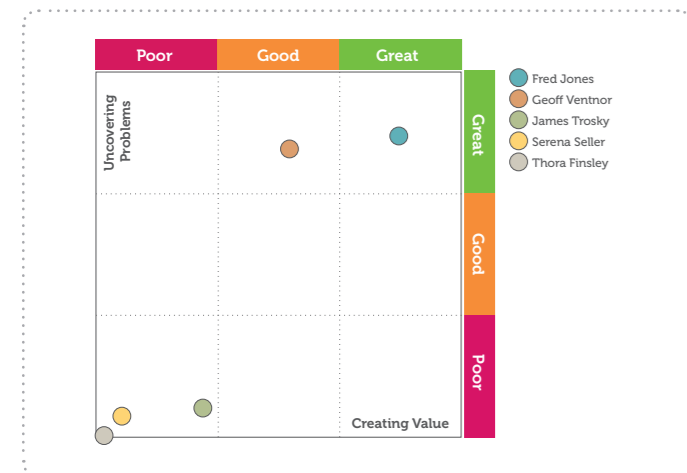


Your guide to the IBP Learning Zone

An essential tool for both teams and managers, the IBP Learning Zone includes a range of learning aids, reminders, bitesize videos and downloads that enable individuals to revisit lessons and review their progress. The IBP Learning Zone will also give you the ability to capture sales behaviours and coaching notes wherever you are.

1: Sales behaviour analysis

IBP's unique Learning Zone enables managers and coaches to capture a salesperson's behaviour in real time so that they can provide instant feedback on the quality of a sales call.



Having captured the sales behaviour, the results are immediately plotted against IBP's "Good to Great" ratio analysis tool to determine areas for improvement. Both individual and team results can be analysed to measure progression and skill development.

The app is also a valuable tool for identifying why performance may have diminished over time – for example, where a salesperson might have stopped smashing their targets but does not understand why.

The IBP Learning Zone is made up of the following key components:

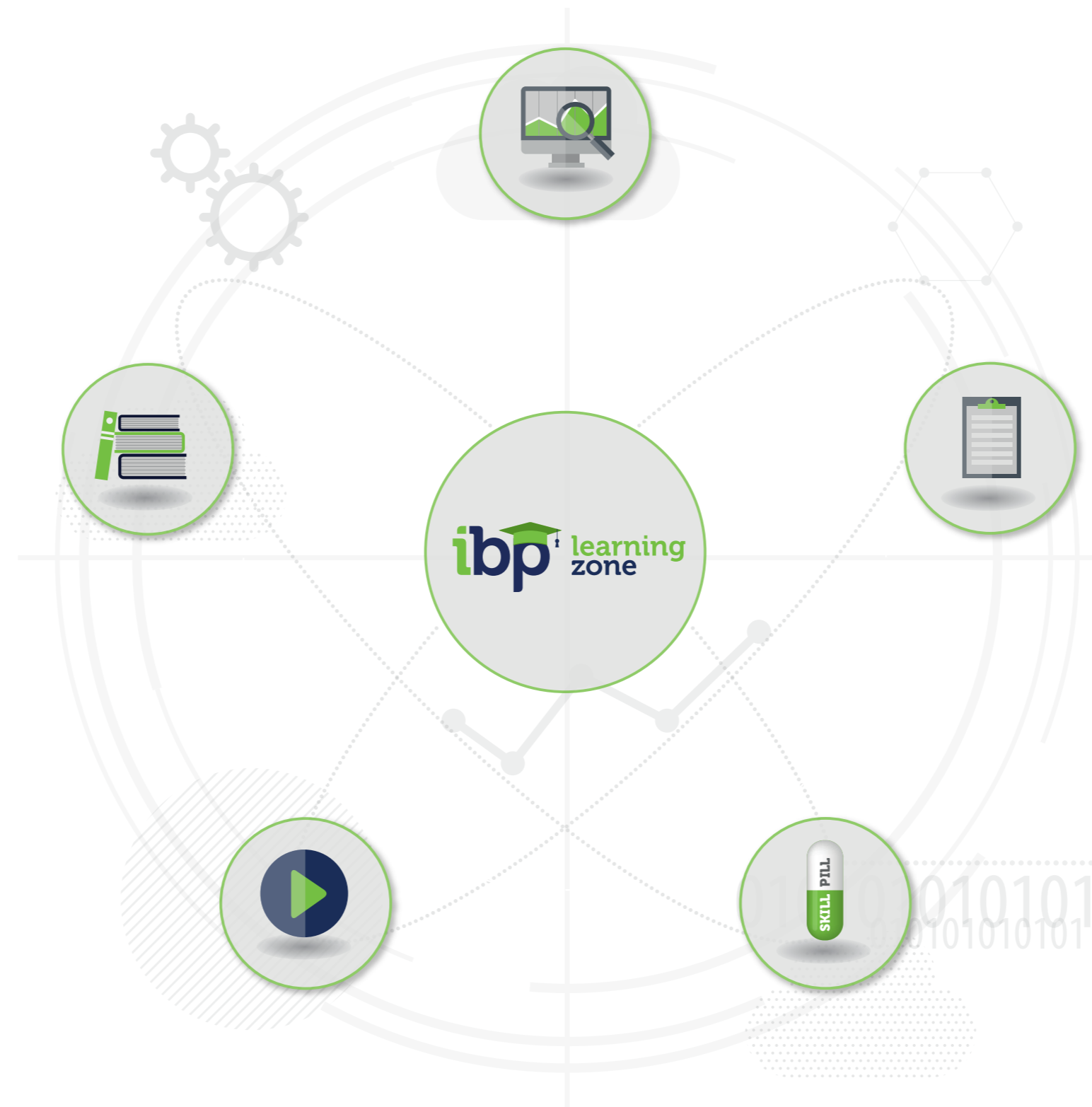
- ▶ 1: Sales behaviour analysis
- ▶ 2: Coaching notes & management reporting
- ▶ 3: "Skill pills": short bitesize tips from sales experts around the world
- ▶ 4: Learning videos
- ▶ 5: Course programmes and materials

2: Coaching notes & management reporting

Coaching is the key to a salesperson's success or failure. It is therefore vitally important that there is a mechanism for capturing the coaching an individual receives and their developmental objectives.

Within the IBP Learning Zone, each salesperson can access their coaching notes at any time. Managers enter notes after each session, and a trail is created to enable them to review an individual's ongoing development. Coaching notes can also be viewed by sales directors, to ensure that any coaching they provide is aligned to the objectives set by an individual's manager, with no mixed messages.

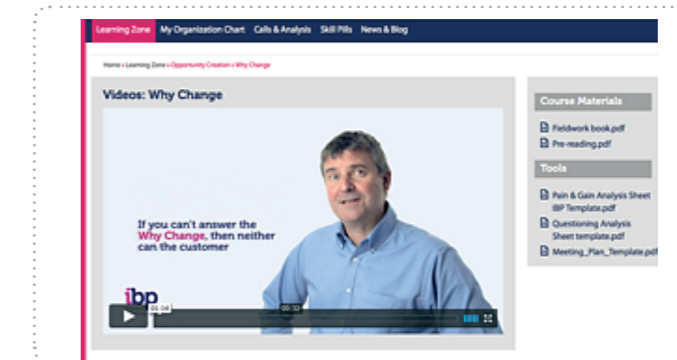
Management reporting can be used to track the support that salespeople receive, and to provide monthly reports. This enables the leadership team to identify those who are not receiving sufficient support or development, both at sales management and sales floor level.



3: "Skill pills": short bitesize tips from sales experts around the world

For continuous development, the IBP Learning Zone also offers weekly "Skill pills". These capture good and best practice from salespeople around the world.

They are great for touching up on some of your skills and techniques on the go as they are short and easily accessible from a mobile device.



4: Learning videos

To provide additional support beyond training and coaching sessions, the IBP Learning Zone also provides accompanying bitesize videos, aligned to the course content. These short (1-2 minute) vignettes further illustrate the key skills and behaviours discussed during training, and can be viewed whenever an individual requires a refresher, as many times as they need.

5: Course programmes and materials

IBP offers a range of sales training programmes and courses. When a salesperson first accesses the course, they will be provided with an introduction to the programme and a selection of materials to begin their development, including a welcome video, pre-reading, workbooks and fieldwork.

As the salesperson progresses, further material is made available to them, as well as the sales tools that they have learned to use over the course of the programme.

