

Engage

SALES TRAINING THAT CONVERTS LEADS INTO SALES



Too many conversations. Not enough clients.

If your team is generating leads but struggling to convert them into revenue, something's broken. It's rarely effort. It's not always skill. Most often, it's a misunderstanding of how buyers think, move, and decide.

ENGAGE is a results-driven, sales training workshop, designed to bridge that gap. This is not about cold calling or surface-level motivation. It's for sales teams who are already having conversations — but not winning business.

If your pipeline is full of potential that fails to convert, this workshop will give your team the ability to sell more effectively by aligning their approach and behaviour with how your customers want to buy.

The hidden cost of carrying it alone:

- Stalled Deals: Opportunities drag on, lose momentum, or vanish
- Inconsistent Messaging: Dilutes your brand and confuses buyers
- Low Win Rates: Too much personality, not enough process
- High Attrition: Poor performance leads to disengagement and churn
- Missed Targets: Increased pressure on leadership and forecasting



Are two days enough?

Worried a two-day session won't stick? In fact, 84% of sales training is forgotten within 90 days . At Salescadence we overcome that risk by delivering our proven lead conversion system, **ENGAGE**, which your sales team can use immediately.

Here's the truth — what happens after the workshop is just as important. Your role as a sales leader is to give your team the environment to apply what they've learned.

At Salescadence, our commitment is to send your team back focused, prepared, and ready to win more business — your responsibility is to make sure they've got the environment, and accountability to deliver that for you. Because they will.

It's not theory; it's predictable, transferable learning that changes how your people think, question, and close - right from the workshop to real-life calls.

We're so confident of success - we guarantee it!

Apply what you're taught and you don't see results, we'll give you your money back.

“Salespeople who receive consistent training hit quota 50% more often than those who don't ” - WinSavvy

Who's it for?

This workshop is designed for salespeople and account managers who are generating pipeline but struggling to close consistently. It's ideal for B2B sales teams that want to take greater control of their sales conversations, navigate the buyer journey with more confidence, shorten sales cycles, and convert more leads into long-term, high-value clients.

What you'll learn

In just two days, delegates will:

1

Understand Buyer Psychology

Why buyers buy, why they don't - and how to impact that thinking.

2

Navigate the Buyer Journey

Explore the 16 steps every buyer takes from problem to decision. Learn how to identify risk and create advantage at every stage.

3

Decode Buyer Roles

Understand who's involved, what they care about, and how to tailor your approach to each personality-type and their priorities.

4

Apply the 6-Step Leads to Sales Framework

A proven methodology that helps salespeople align with how buyers buy, accelerating decisions and delivering sustainable revenue growth.

What's included:

You'll get a two-day, in-person workshop tailored to your business and your team — no generic content, just what's relevant and immediately usable.

Every delegate leaves with high-impact training materials, proven frameworks, and the confidence to apply them straight away. Through real-world scenarios, live simulations, and hands-on exercises, we'll make sure your team can take what they've learned and use it on their very next sales conversation.

Ready to **ENGAGE** and convert more of your leads into sales...

Book your place

✓ 07557 580 223

✓ www.salescadence.co.uk

✓ matt@salescadence.co.uk

