

Every role in every industry requires sales skills. The reed.co.uk Sales Academy provides you with a comprehensive development programme, essential networking opportunities and a salary that grows as you do; providing you with the skills to make your career a success.



# 0-6 MONTHS

## Structured training programme



## Pay review



You can expect your first 6 months to provide you with a comprehensive foundation to Sales Excellence. After an initial induction that will introduce you to key stakeholders in the organisation, you will engage with a multitude of sessions designed to get you thinking about the very core of sales and how you influence others; from Negotiation Training to getting to know your voice and how to use it, the skills you develop here will be essential to your career.

You are not alone! You will be paired with a Senior Sales Mentor who will be able to guide you through your first six months, using their own experience to make everything as clear and accessible as possible. In addition, you will receive weekly call coaching from your line manager who will support you in your pursuit of Sales Excellence using Sales DNA, our in-house behavioural analysis tool.

At the end of 6 months you will have a pay review if all the boxes are ticked.

# 6-12 MONTHS

## Stakeholder engagement



At this stage, you will start to have greater visibility in the organisation. Heads of departments will discuss their projects with you and Product Owners will give you insights into how the products you sell develop and evolve. In accordance with our core values, in that 'We Work Together', you will always have the opportunity to feedback your experiences to those that are responsible for strategy so that the organisation's efforts are aligned to customer needs.

By month 12 you will have the opportunity to present back on your experiences to key stakeholders in the business. The discussion that follows can form the basis of future career conversations.

## Collaboration



Social learning development/ development opportunities - As most learning takes place in a social context, you will have numerous opportunities to share your experiences with others - your fellow academy delegates, senior sales executives and senior co-members. This approach will often take the form of Skills Labs - sessions designed around a theme, where discussions and experiences are shared.

## Pay review and promotion



At the end of 12 months you will have a pay review if all the boxes are ticked, you may also see a promotion to the role of Senior Sales Executive.

# 12-18 MONTHS

## Presentation to senior panel



One of our core values as an organisation is that 'We Take Ownership'. At this stage in your development you will have the opportunity to present back on your experience so far. Using data collated from your interactions with customers and your own assessment of the sectors you operate within, you will be able to give a comprehensive presentation on your time here so far and how you see your role developing, to key stakeholders.

## Customer type rotation



A rich and varied experience in dealing with multiple sectors and customers will help further develop your sales approach. From SME's to Recruitment Consultancies, you will develop an understanding of numerous industries and structures.

## Formal training opportunities



As your skills develop, so will your requirement for training. At this stage, formal training opportunities from official industry bodies will be made available to you, with the potential to accrue formal qualifications upon your graduation from the Sales Academy.

## Begin to shape your future path



Your experiences and interactions with stakeholders will play a role in helping shape where you see your career developing. Scheduled career conversations with your line manager will be logged and acted upon in order to give you the best opportunity to fulfil your career goals.

## Pay review



At the end of 18 months you will have a pay review if all the boxes are ticked.

# 18-24 MONTHS

## Presentation to senior panel



At this stage you again will have the opportunity to present back on your experience so far. Using data collated from your interactions with customers and your own assessment of the sectors you operate within, you will be able to give a comprehensive presentation on your time here so far and how you see your role developing, to key and senior stakeholders.

## Mentor new Sales Executives



Your skills in leadership and motivation will be developed through mentoring newer intakes to the Sales Academy. Your personal experience, sales expertise and knowledge will all be essential in shaping the careers and futures of your fellow co-members.

## Formal training opportunities



At this stage, you will have firmer understanding of the sales pathway you wish to take. Formal training opportunities from official industry bodies that are relevant to this pathway will be made available to you, with the potential to accrue formal qualifications upon your graduation from the Sales Academy.

## Develop chosen career path



Career Conversations with your Line Manager, combined with your experience and presentations will now all play a role in developing the career path you wish to take. Whether it is in key account management, face to face sales or leading a team of your own, you will be given all the support necessary to successfully pursue your path.

## 1K holiday voucher



Any graduation should come with a graduation gift! Upon completion of the Sales Academy, you will be awarded with a £1k holiday voucher - to take a well deserved vacation wherever you would like!