

CLOSERSACE

SALES COACHING & RECRUITMENT

Your partner of choice for sales
recruitment and development.



sales recruitment | sales coaching | sales strategy

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Our Services:

- 3. Intro to Closers Ace
- 5. Sales Recruitment
- 8. Sales Bootcamps
- 12. Sales Coaching
- 14. Sales & Strategy Consultants



Who we are

Welcome to the dynamic realm of sales - a field known for its fierce competition yet unmatched rewards. Within this sector lies the potential for unparalleled fulfilment. Oddly enough, very few individuals harbour childhood dreams of becoming salespeople, which often results in them embarking on their sales journey with a limited grasp of effective client acquisition and deal closure strategies. The distinction between mere selling and effortlessly sealing the deal is vast.

Enter Closers Ace, envisioned into reality by Tom Luke. A master in sales, an educator, a motivational speaker, and a creative mind, Tom Luke comprehends the evolving landscape of sales. In today's scenario, "sales" still carries a certain stigma; with sales people lacking support and are often confined by outdated norms. Our mission is clear: to reshape education and forge a prosperous sales future - one that thrives on diversity and passion, embracing individuals from all walks of life.

History of the Ace


The earliest card games were seen across China, Arabia & Persia. Back then the Ace was the lowest valued card in the pack.

During C15th when card games moved to Europe, the French introduced the royal cards and the Ace then renamed Deuce. Seeing a promotion in value, it sat between the 10 and Jack cards.

From C17th onwards the Ace received a further promotion to the highest valued card in the pack to allow it to connect the King card with the 2.

This metaphor is the core of Closers Ace. No matter if you are a beginner or mid-weight all members of Closers Ace will become the most valued member of their teams, promoting themselves by:

Always Closing Effectively



Companies will spend an average of £9,000 - 14,000 on one new hire but only £1800 in sales training a year. *



Sales Recruitment

Why use an external sales recruiter?

Wider Candidate Pool Access

Recruitment firms possess vast candidate networks and databases, challenging for a company to access alone. This broadens the pool and enhances the chance of finding qualified candidates.

Expert Candidate Selection

Experienced recruiters within recruitment firms excel in screening and selecting candidates tailored to a company's needs. This streamlines the hiring process, as the firm identifies the most suitable candidates.

Time Efficiency

Hiring can consume significant time, especially without an HR team or dedicated hiring staff. Outsourcing to a recruitment firm liberates a company's resources for other core business tasks.

Mitigated Bad Hire Risks

Poor hires can prove costly in time and resources. Recruitment firms often have risk-mitigation measures, like thorough screening and reference checks.

Versatility

Recruitment firms offer diverse services, from full-scale recruitment to temporary staffing and contract placements. This adaptability empowers companies to adjust their hiring efforts as required.

Our Recruitment Services

Welcome to Closers Ace, your exclusive recruitment partner dedicated to understanding your company culture inside out. We stand apart as a premier agency, requesting the privilege of being your sole source for candidates. Our in-depth approach includes comprehensive exit interviews and external one-on-one reviews when necessary, ensuring every hire aligns seamlessly with your values and objectives.

In addition to our meticulous candidate selection, we provide tailored training sessions as part of our comprehensive package. By entrusting us with your recruitment needs, you can focus on product training, knowing that our specific sales and your product training equips candidates with the essential tools to excel from day one. Choose Closers Ace for an unparalleled recruitment experience where exclusivity meets expertise.

Our Agreements:

Ace - Exclusive Agreement

Different to any other recruitment agency, we do not hire on quantity but quality. We ask for exclusivity so we can work on sourcing the perfect candidate for your culture and requirements. Uniquely, every candidate in the shortlist will have undergone a foundation sales course, tailored to the specific role.

Ace Plus - Inclusive Agreement

As with our Exclusive Agreement, we source and train candidates. But with our Inclusive Agreement, we act as your HR / Onboarding department too. The first time you will see a candidate is on their first day in the role.

Book a free consultation to discuss your needs further.



Advertise




Review



Train



Present / Hire

A group of five business professionals are gathered in a meeting. Three women and two men are seated in black office chairs, while one woman stands in the foreground, gesturing with her hands. The woman in the center is wearing a blue and white checkered hijab and a matching long-sleeved dress. The woman to her left is wearing a white blazer and pants. The woman to her right is wearing a dark blazer and a plaid skirt. The man on the far left is wearing a dark suit and tie. The woman standing in the foreground is wearing a light purple long-sleeved shirt and dark blue pinstriped pants. The background shows a bright, modern office space with large windows.

70% of all sales people say they have not received any formal training in sales - instead they describe themselves as "self-taught social sellers" *



Sales Bootcamp

Advantages of Choosing an External Training Firm:

In today's competitive business landscape, investing in sales training is pivotal. A proficient sales team can significantly impact a company's revenue and growth. Sales training courses impart vital skills and knowledge to your team, enhancing deal closure, customer rapport, and satisfaction.

Yet, in-house sales training often presents challenges. Here's where external training firms like Closers Ace excel. Partnering with us brings the advantage of our sales training prowess. Our customised program addresses your company's unique requirements, establishing a firm base for success.

Energise Your Sales Approach with Our Bootcamps!

Revitalise your sales team by educating them with methods and tactics in our Bootcamps. We'll pinpoint enhancement possibilities and offer ingenious resolutions for conquering sales hurdles. This empowers your team to lead the competition and thrive amidst evolving market dynamics.

In a nutshell, embracing Closers Ace sales training courses unlocks your team's capabilities and propels business expansion.

Our on-site courses are tailored to your industry, supplemented by a post-training report and feedback. And are offered as one or three day courses.

Examples of a one day Bootcamp:

Account Management

Morning Session:

1. Introduction and Overview
2. Understanding Customer Needs
3. Building Rapport and Trust

Afternoon Session:

4. Communication and Negotiation Skills
5. Product Knowledge and Sales Techniques
6. Time Management and Organisation Skills
7. Wrap Up and Conclusion

Sales Management.

Morning Session:

1. Introduction and Icebreaker Activity
2. Sales Management Fundamentals
3. Sales Pipeline Management
4. Sales Team Motivation

Afternoon Session:

5. Sales Coaching Techniques
6. Sales Performance Metrics
7. Sales Forecasting and Planning
8. Closing and Evaluation

Foundation Retail Sales

Morning Session:

1. Introduction
2. Understanding the Sales Process
3. Consumer Profiles
4. Effective Communication Skills

Afternoon Session:

5. Upselling and Cross-selling
6. Closing Techniques
7. Customer Service
8. Role-playing Exercises
9. Conclusion

Foundation B2B Sales

Morning Session:

1. Introduction and Icebreaker
2. Understanding the Sales Process
3. Effective Sales Techniques
4. Sales Planning and Preparation

Afternoon Session:

5. Understanding Customer Behaviour
6. Effective Communication Skills
7. Sales Follow-up and Customer Retention
8. Wrap-up and Q&A

Note: The above schedules are an example, the content and timing can be adjusted based on the specific needs and goals of the session. Book a free consultation to discuss further.

Examples of a three day bootcamp:

B2B Retail Bootcamp

Day 1

Morning Session:
Sales process and customer psychology
Afternoon Session:
Qualifying a customer and preempting objections

Day 2

Morning Session:
Persuasive & influential selling
Afternoon Session:
Rapport, brand and managing expectations

Day 3

Morning Session:
Management and leadership
Afternoon Session:
Becoming a high performing professional

Sales Manager Bootcamp

Day 1

Morning Session:
Ensuring strong sales foundations
Afternoon Session:
Prospecting and communication

Day 2

Morning Session:
Imbedding consultative selling
Afternoon Session:
Tackling Objections & implementing process

Day 3

Morning Session:
Management strategies & customer retention
Afternoon Session:
Keeping a strong, motivated and performing team

Note: The above schedules are an example, the content and timing can be adjusted based on the specific needs and goals of the session. Book a free consultation to discuss further.

A woman with long brown hair and blue eyes, wearing a pink and white striped shirt, is looking thoughtfully to the side. She has her hand near her chin. In the background, another woman is partially visible, also looking in the same direction. The scene appears to be a professional meeting or training session.

Companies that invest in training are 57% more effective at sales than their competitors.



Sales Coaching

Advantages of External Sales Coaching:

Expertise

Sales coaching firms specialise in sales training, housing a team of adept professionals versed in cutting-edge techniques. They deliver valuable insights to enhance your team's skills and boost deal closure.

Objectivity

External coaches bring an impartial view, evaluating your team's performance and pinpointing areas for enhancement. They offer feedback that internal managers might find challenging, especially within established relationships.

Tailored Approach


External coaching firms tailor training to your team's precise needs. They pinpoint areas requiring attention and structure a program that addresses those specifics.

Responsibility

External coaches infuse accountability and motivation. They set goals, benchmarks, and ensure your team meets them, driving performance.

Cost Efficiency

Engaging an external coaching company can often be more cost-effective than hiring internal coaches or self-training. Their expertise and resources yield impactful training, boosting performance and revenue.



Only 13% of customers believe a sales person can understand their needs. *



Sales & Strategy Consultants

Benefits of Engaging with External Strategy Consultants:

Enhancing Sales Strategies

Companies often grapple with formulating effective sales strategies. Enlisting external sales consultants for strategy assessment and implementation can greatly bolster sales performance.

Expert Insight

Sales consultants offer a wealth of experience in crafting and executing impactful sales strategies. With diverse industry exposure, they possess an in-depth comprehension of the sales landscape.

Novel Outlook

External consultants introduce an unbiased perspective to a company's sales strategies. Their fresh viewpoint uncovers enhancement opportunities that internal teams might overlook.

Tailored Approaches

Sales consultants tailor strategies to individual needs. By closely collaborating with companies, they design solutions that align precisely with unique challenges.

Elevated Sales Achievement

Harnessing the expertise and novel insight of external consultants elevates sales performance. They identify best practices, optimise sales procedures, and provide continual support for sustained success.

Consultancy Service

Sales Team Mentoring

Concerned about underperforming team members, low morale, or ineffective strategies impacting your sales team?

Closers Ace offers a solution: We collaborate with your sales team for a designated period, monitoring their performance and team dynamics. We provide on-demand mentoring to boost motivation and refine behaviours.

Sales Manager Training

Do you have sales managers in various locations that need alignment for a unified company foundation? Or are there certain managers consistently falling short?

We offer a solution: We observe and mentor your sales managers at a managerial level, providing strategies. Additionally, we conduct group training sessions, either after our observations or as standalone bootcamps.

L&D Implementation

Is your rapidly growing business in need of a Learning and Development program for onboarding and training, given your remarkable success and expanded team?

Count on Closers Ace, experts in training and learning. We collaborate to create and launch a dynamic Learning and Development platform. This ensures your business scales seamlessly while providing essential foundations for new hires.

Sales Strategy Review

Our sales strategy review benefits both ends of the spectrum. If your performance is strong and you aim to expand, we assist in crafting and executing new, broader strategies.

On the other hand, if sales are struggling, we evaluate your current approach and guide the implementation of a new strategy to optimise success.

Note: These are just four ways we can transform your business. If you have any other needs, book a free consultation call and we can tailor our approach to suit your goals and needs.

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today at:**

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