

**sasol**  
reaching new frontiers



**WILSON LEARNING®**



# The Sasol Learning Journey to Sales Effectiveness

## WHO IS WILSON LEARNING WORLDWIDE?

Sasol has selected Wilson Learning Worldwide as a partner to build and sustain Sales Effectiveness.

Wilson Learning Worldwide is a leading global learning services company, specialising in Sales Development since 1965.

Wilson Learning creates performance improvement solutions that helps organisations like ours to achieve the business results we need.

Wilson Learning are flexible and responsive, they will work rigorously to ensure that Sasol's Integrated Sales Effectiveness System advances the targeted sales skills required to drive our business forward.

With Wilson Learning, Sasol are assured of partnering with industry recognised Sales Effectiveness experts that deliver measurable results.

[www.wilsonlearning.com](http://www.wilsonlearning.com)

PROGRAMME OVERVIEWS FOR ALL LEARNING JOURNEY INTERVENTIONS ARE AVAILABLE BY CLICKING THE PROGRAMME NAME LINKS IN THIS DOCUMENT.

## SALES PROFESSIONALS LEARNING JOURNEY

**Foundation Level -**

[The Counsellor Salesperson](#)

**Established Level -**

[Negotiating to Yes](#)



**Established Level -**

Sales Advantage Series Modules

[Managing Competition](#)

[Managing Opportunities](#)

[Managing Decisions](#)

[Aligning Sales with Business Value](#)

[Conducting Strategic Business Calls](#)

[Aligning with Customer Buying Behaviours](#)

[Creating Differentiated Offerings](#)

**Foundation and Established Level -**

[Sales Budgeting and Forecasting](#)

### Support Tools

- 360 COMPETENCY ASSESSMENT: SALESPERSON NAVIGATOR
- SALESPERSON APPLICATION TOOLKIT
- IMPACT EVALUATION: BEHAVIOURS AND RESULTS

# CUSTOMER SERVICE PROFESSIONALS LEARNING JOURNEY

## Customer Service Professionals

### Foundation Level –

[Signature Customer Service \(face-to-face/ear-to-ear\)](#)  
[Service Excellence \(ear-to-ear\)](#)

## Customer Service Managers

### All Levels –

[Managing Signature Customer Service](#)



## Call Centre Professionals

### Foundation Level -

[Inbound and Outbound Sales Excellence](#)

### Established Level -

[High Impact Telephone Selling](#)

## Support Tools

- 360 COMPETENCY ASSESSMENT
- CUSTOMER SERVICE APPLICATION TOOLKIT
- IMPACT EVALUATION: BEHAVIOURS AND RESULTS

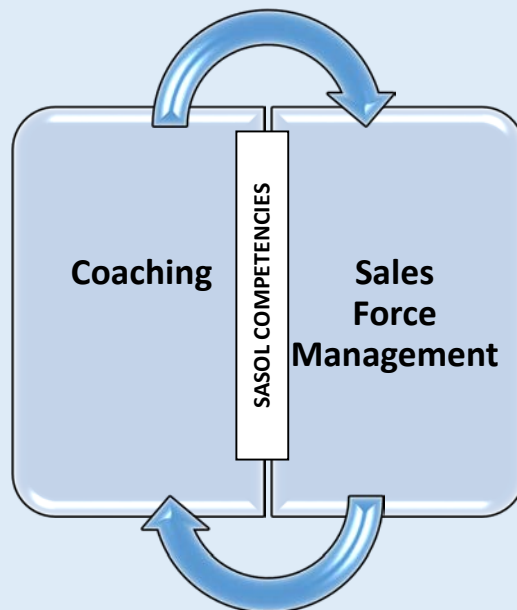
# SALES MANAGERS LEARNING JOURNEY

## Foundation Level -

[Coaching for Sales Performance](#)

## Established Level –

[The High Performance Coach](#)



## Foundation Level -

[Selected 'Leading for Performance' Modules](#)

## Established and Experienced Level –

[The Sales Leader Manager](#)

## Support Tools

- 360 COMPETENCY ASSESSMENT: SALES LEADER NAVIGATOR
- APPLICATION TOOLKIT: SALES MANAGER TOOLKIT FOR SUSTAINABILITY OF THE LEARNING
- IMPACT EVALUATION: MEASURING THE IMPACT OF TRAINING ON BEHAVIOUR AND RESULTS

## ALL INTERVENTIONS WITHIN EACH LEARNING JOURNEY ARE STRUCTURED AS FOLLOWS:

### PRE LEARNING:

Participant Pre-work  
Manager Briefing



### LEARNING EVENT:

Instructor-led workshop -  
delivered by an accredited Facilitator



### POST LEARNING:

Access to 'Resource Connection'  
Optional 'Extended Learning System'  
Manager Coaching Guide