FLUME
Sell smarter. Grow faster.

Flume programme overview

Sales Excellence

Sales Excellence Series 1	Sales Excellence Series 2	Sales Excellence Series 3
Sales Excellence Launch & Benchmark: Redefining what great looks like	**Sales Excellence – Series 2 Benchmark**	**Sales Excellence – Series 3 Benchmark**
Introductions: Creating conversations that count	**Targeting and qualification:** Focusing effort on the right buyer and deals	**Social Selling:** Building digital trust that sells
Questioning: Leading conversations that drive change	**Storytelling:** Making messages memorable	**Selling with insight:** Shaping buyer thinking with impact
Positioning your solution: Building a watertight business case	**Overcoming indecision:** Building purchase confidence	**Objection handling:** Turning resistance into outcomes
Speeding up decisions: Building buyer momentum	**Negotiation:** Maximising value on every deal	**Stakeholder presentations:** Presenting with clarity and conviction
Accelerator session	**Accelerator session**	**Accelerator session**

Account Growth

Account Growth Series 1	Account Growth Series 2	Account Growth Series 3
Account Growth Excellence Launch & Benchmark: Redefining what great account growth looks like	**Account Growth Excellence - Series 2 Benchmark**	**Account Growth Excellence - Series 3 Benchmark**
Buyer-Centric Account Planning: Creating plans that deliver growth	**Targeting and qualification:** Focusing effort on the right buyer and deals	**Social Selling:** Building digital trust that sells
Driving Retention: Protecting value, unlocking renewal	**Storytelling:** Making messages memorable	**Selling with insight:** Adding value to every conversation
Questioning: Leading conversations that unlock growth	**Overcoming indecision:** Building purchase confidence	**Objection handling:** Turning resistance into outcomes
Positioning your solution: Building a watertight business case	**Negotiation:** Maximising value on every deal	**Stakeholder presentations:** Presenting with clarity and conviction
Accelerator session	**Accelerator session**	**Accelerator session**

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Velocity Programmes	1. Building quality pipeline	2. Increasing average order value	3. Optimising win-rate	4. Increasing speed of sale
	Sales Excellence Benchmark	Sales Excellence Benchmark	Sales Excellence Benchmark	Sales Excellence Benchmark
	Adopting the prospecting mindset	Key account planning	Targeting and qualification	Questioning
	Buyer-centric account planning	Targeting and qualification	Questioning	Targeting and qualification
	Targeting and qualification	Questioning	Storytelling	Overcoming indecision
	Introductions	Storytelling	Positioning	Objection handling
	Social selling	Positioning	Overcoming client indecision	Speeding up decisions
	Questioning	Negotiation	Objection handling	Positioning high value solutions
	Positioning	Stakeholder presentations	Speeding up decisions	Stakeholder presentations

SDR Excellence	SDR Excellence Series 1
	SDR Excellence – Series 1 Benchmark
	Targeting and qualification: Finding and focusing on opportunities that matter
	Messaging & Multi-Touch Outreach: Creating outreach that earns attention and engagement
	Questioning & qualification: Leading confident conversations that uncover real opportunity
	Positioning & Commitment: Aligning value and securing next-step confidence

Sales Leader	Sales Leader Series 1	Sales Leader Series 2
	Sales leadership excellence launch	Sales Leadership Launch
	Modelling sales excellence	Communication
	Creating a sales performance culture	Motivation
	The sales leader as a coach	Managing performance
	Driving pipeline velocity	Hiring and retaining talent

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