

DevelopHER  
ACADEMY

Talent is the beginning,  
professionalism the future

# DevelopHER Academy

## Talent is the beginning, professionalism the future

That's why Women in Sales has created the DevelopHER Academy. The DevelopHER Academy prepares sales professionals for a career within the quickly changing field of sales, with the New Sales principles as a starting point.

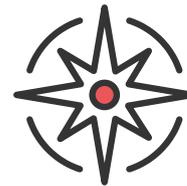


### Sustainable development

Sustainable and durable development is the foundation of the DevelopHER Academy. The entire program has a duration of one year. That's why this traineeship allows for candidates to not only learn essential sales skills, but also realizes a behavioral change.

The program doesn't only focus on sales knowledge but also on soft skills and personal development. It gives professionals relevant development touchpoints for their entire sales career.

The first month of the DevelopHER Academy consists of an intensive and educational training program. After the first month, the sales professional is outsourced to a company where they will apply their newly learned knowledge at this company's sales department. In order to reinforce what the professional has learned in the month of training, professionals receive reoccurring coaching and support throughout the outsourcing trajectory.

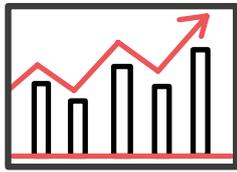


### Knowledge, insight and skills

Knowledge, insight and skills are the foundation of the DevelopHER Academy. **Knowledge** because candidates know exactly what the New Sales principles are. **Insight** because they understand how valuable New Sales is and they are aware of the effects their own behavior has on the sales process. And last but not least; **skills**, because they can apply the principles of New Sales in their daily work effortlessly. DevelopHER professionals are also able to change course when the desired result is not reached immediately.

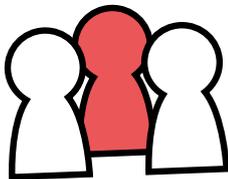


# 3 main themes



## Sales

A sales professional is not a sales professional without sales knowledge. That's why providing the professionals with a clear overview of the sales process is the first priority in the DevelopHER Academy, from marketing to aftersales. The professional knows the steps of the process and in which fields she operates. She is also fluent in sales conversations and knows how to get a customer's commitment by presenting herself and the offering in a powerful way. Within this learning theme the professionals are provided with the so called "hard skills" that are needed to be a successful sales professional.



## Soft skills

Successful sales professionals also have **excellent social capabilities**. They know how to be flexible in social situations and are able to adjust to the other person in a dialog. The challenge is to reach your own goals while keeping the needs of the other person in mind. This is how you realize long term relationships. Within the New Sales principle, the emphasis is on contact with clients and the quality of this contact.

Within this theme the following subjects are touched upon: conversational skills, leading conversations, giving and receiving feedback, directing the interaction process and making a great personal impression.



## Personal development

As a sales professional, you are your own instrument and success formula. Hence, personal development is an essential part of this sales traineeship. It is essential to get to know yourself, know what your **motives, qualities and pitfalls** are. This is how you are able to work in an effective, honest and authentic manner as a sales professional.

Within the theme "personal development" the following subjects are touched upon: self-reflection, professional attitude, work-life balance, discipline, limiting believes, and personal qualities and pitfalls.





## Benefits for companies

Research shows that most sales training programs don't stick. After a full day of training people feel encouraged and in high spirits, but after a few days they fall back into their old patterns, old habits die hard!

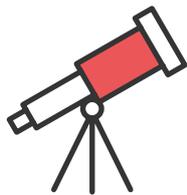
The DevelopHER Academy is developed to realize **real behavioral change**. We don't teach our candidates a trick to increase their sales, we teach them to sell from their own strength and authenticity, because that is what works in sales.

The entire trajectory of the professional is **closely discussed with the client**. During the first month of the program, professionals focus on sales knowledge, soft skills and personal development.

When the professional starts working for the client, new development goals are set every 6 weeks.

In the DevelopHER Academy professionals are fully educated by Women in Sales: **the expert on sales and diversity**. This means that our clients can save a lot of time and money by letting us handle the training of junior professionals.

## How does it work?



1

**Opportunities of development**, both individually and on a team level, are made visible.



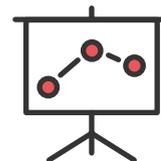
2

Based on these opportunities and the level of motivation, we set **measurable goals, actions and skills** to obtain.



3

Where necessary goals are altered and together with the team manager a **progress loop** is created.



4

A scoreboard visualizes the obtained goals and actions and measures the professional's impact on the sales revenue. We measure progression and offer customized solutions to optimize development.



5

Success/  
results  
= **growth**



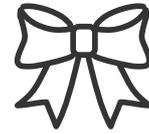
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# Our perfect candidate



## Effective

Results-driven and determined



## Female touch

Empathic, unifying, great multitasker and long-term vision



## Sell yourself

Sees, creates and takes opportunities



## Authentic

Sell from your own personal experience



## Quality

Combines substantive knowledge with the "good-will" factor



## X-ray Vision

Listens and responds to the customer's wishes



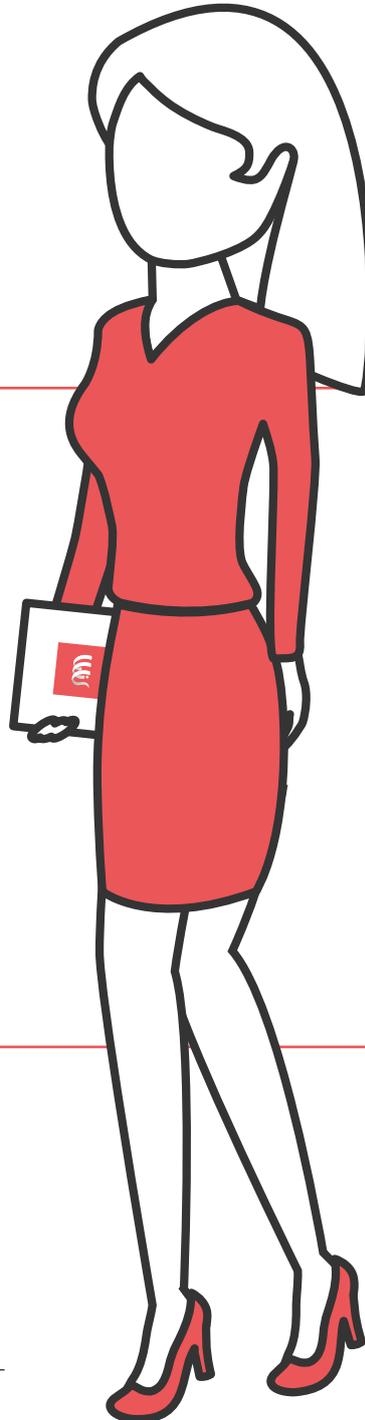
## Driven

Motivated, passion and energetic



## Future

Work/life balance, family, ambitious and socially responsible



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# DevelopHER

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## **More information?**

Please don't hesitate to contact us  
for a free introduction call.

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