



EMEA Delivery

A Study in Program Deliveries across the
EMEA Region



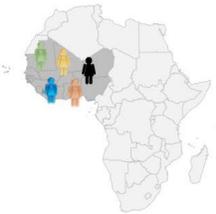
EMEA Program Delivery

- Mentor have worked in *partnership* with this multi-national for several years to *develop commercial excellence*.
- Within EMEA, we have delivered in around *30 countries and 14 languages*.
- This report gives an overview of what we have *delivered*, where we have delivered it, together with a summary of the *outcomes* we have *achieved*.
- To make it relevant, we have only included program delivered over the last 18 months.

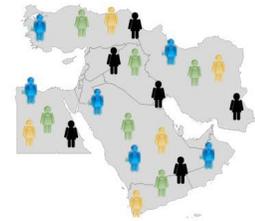
Delivery Overview



West Africa Programs

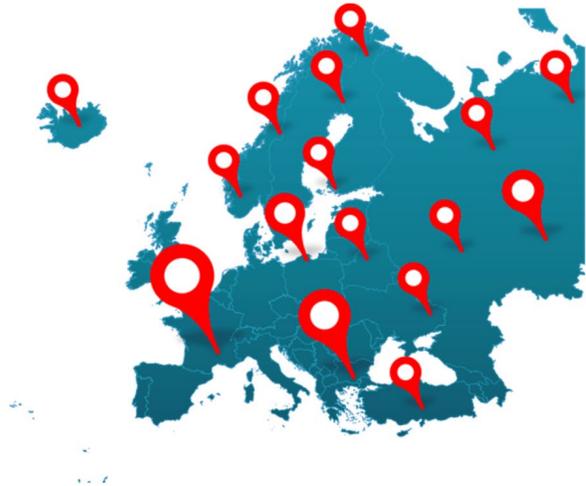


Middle East Programs



Key	Program
	Remote Selling
	Value Selling
	Key Account Management
	HPSM / Sales Leadership
	Virtual Selling
	Selling Digital
	Social Selling
	Negotiation
	Persuasion and Influence

LSV KAM Evaluation report



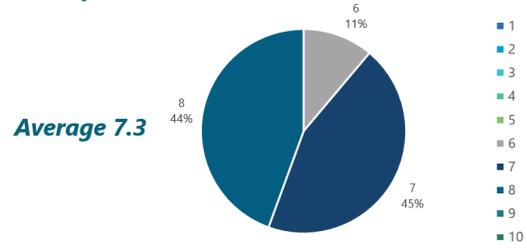
September 2021

"Really enjoyed it! Very interactive and challenging course making us thinking outside of the box."

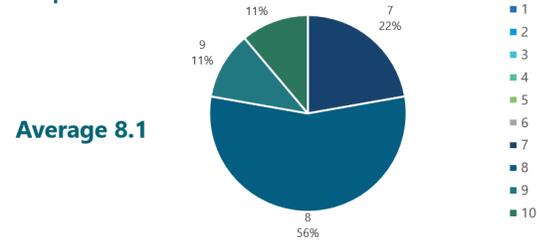


Client Testimonials

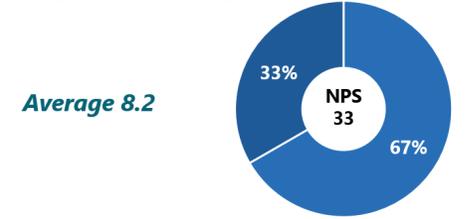
How will this course impact on your success in your current job role?



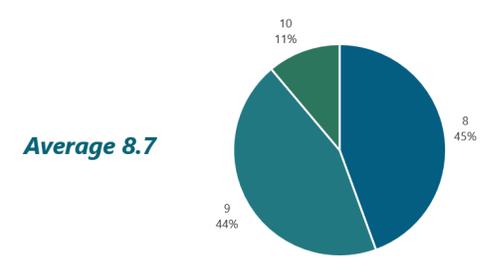
How would you rate your confidence in your ability to complete these actions?



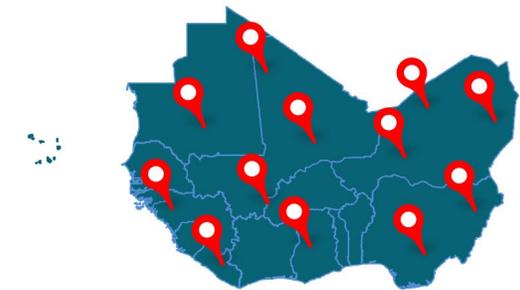
In terms of your experience and satisfaction with the programme, how likely are you to recommend this programme to a colleague?



Please rate your facilitator on their overall performance



West Africa KAM Evaluation report



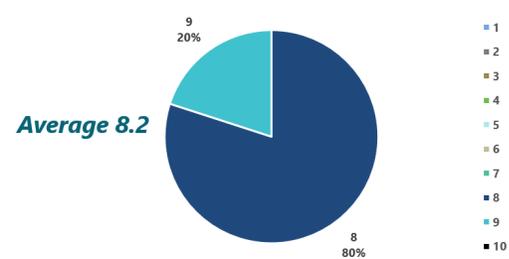
September 2021

"This was a great learning experience. Working on real examples during the course, brings it to life."

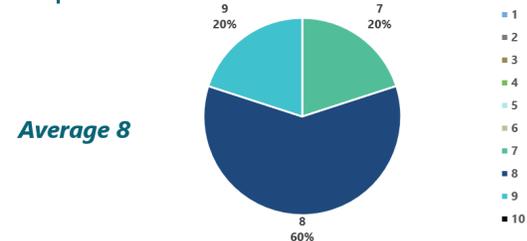


Client Testimonials

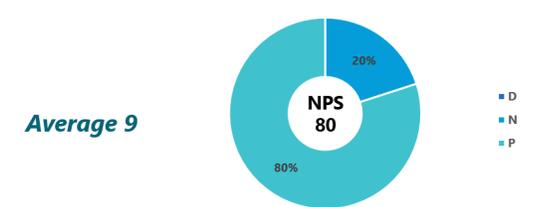
How will this course impact on your success in your current job role?



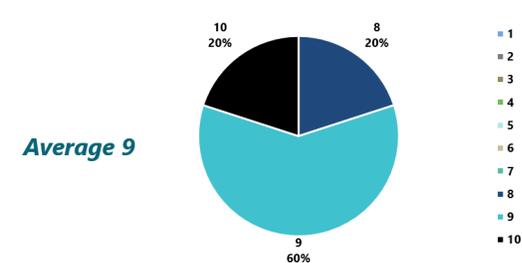
How would you rate your confidence in your ability to complete these actions?



In terms of your experience and satisfaction with the programme, how likely are you to recommend this programme to a colleague?



Please rate your facilitator on their overall performance



Benelux KAM Evaluation report



BeNeLux

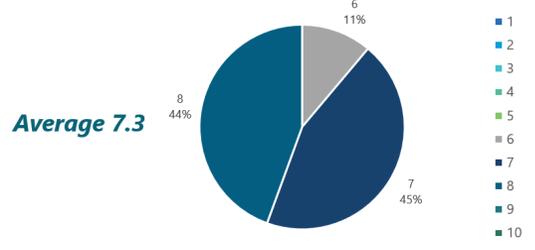
"Educational, clear and practical!"

April 2021

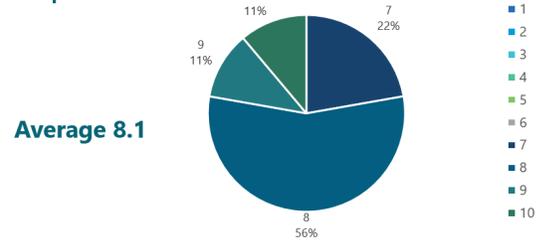


Client Testimonials

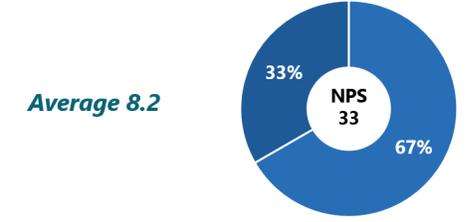
How will this course impact on your success in your current job role?



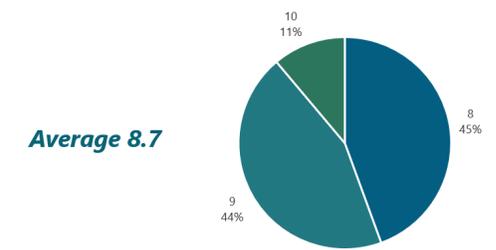
How would you rate your confidence in your ability to complete these actions?



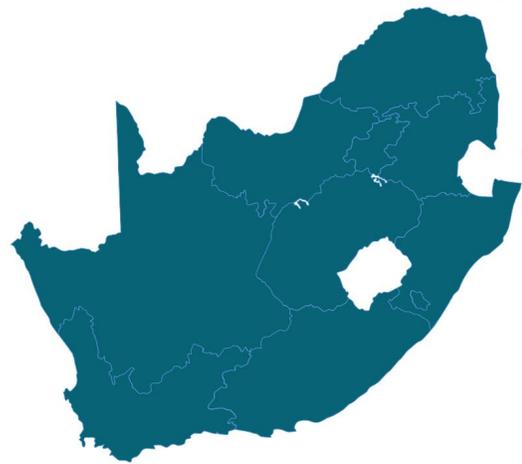
In terms of your experience and satisfaction with the programme, how likely are you to recommend this programme to a colleague?



Please rate your facilitator on their overall performance



South Africa KAM Evaluation report



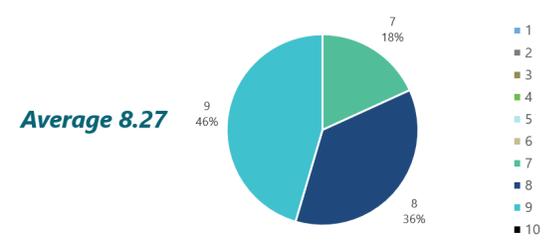
"Focused, logical approach to creating a solid KA plan."

July 2021

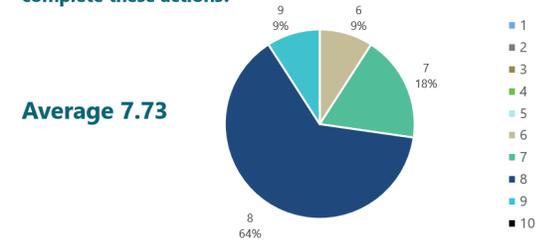


Client Testimonials

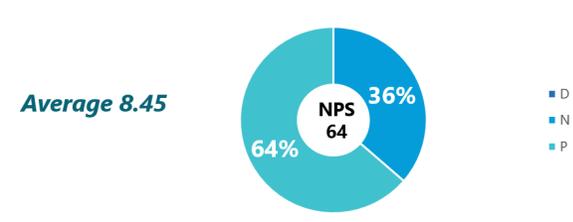
How will this course impact on your success in your current job role?



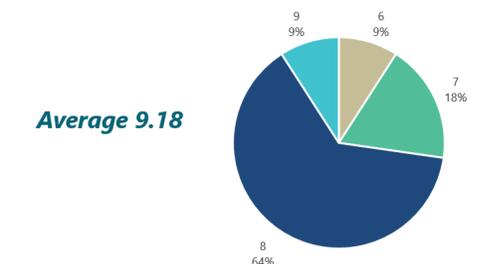
How would you rate your confidence in your ability to complete these actions?



In terms of your experience and satisfaction with the programme, how likely are you to recommend this programme to a colleague?



Please rate your facilitator on their overall performance



Sales Leadership CIS Evaluation report



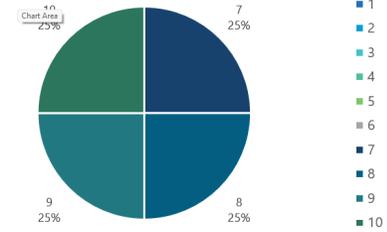
"Relevant and practical course content taught in an accessible way."

July 2021

Client Testimonials

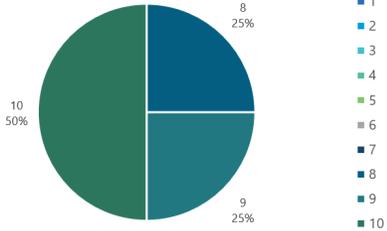
How will this course impact on your success in your current job role?

Average 8.5



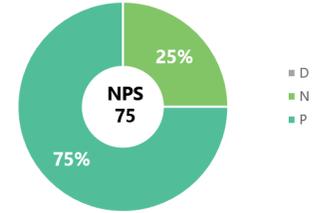
How would you rate your confidence in your ability to complete these actions?

Average 9.25



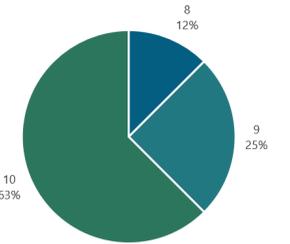
In terms of your experience and satisfaction with the programme, how likely are you to recommend this programme to a colleague?

Average 9.25



Please rate your facilitator on their overall performance

Average 9.5



AGH Workshop Evaluation report



"Mind opening course, changes your way of thinking about the key accounts management."

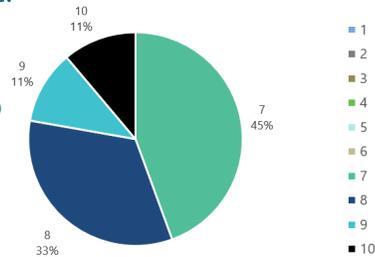


November 2021

Client Testimonials

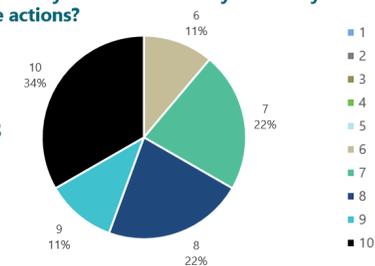
How will this course impact on your success in your current job role?

Average 7.9



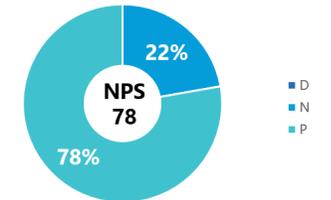
How would you rate your confidence in your ability to complete these actions?

Average 8.3



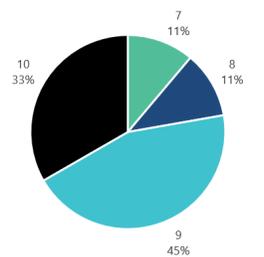
In terms of your experience and satisfaction with the programme, how likely are you to recommend this programme to a colleague?

Average 9.2

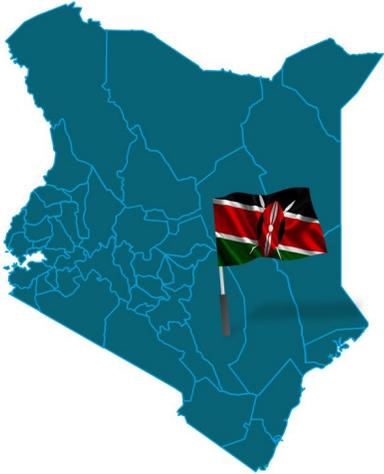


Please rate your facilitator on their overall performance

Average 9



Kenya Development Evaluation report



"The program was so insightful and task oriented making it easy to learn."



November 2021

SE Europe Digital Selling Evaluation report



"I gained knowledge about selling and coaching not only in digital but in other areas too."

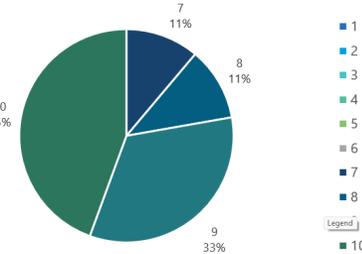


October 2021

Client Testimonials

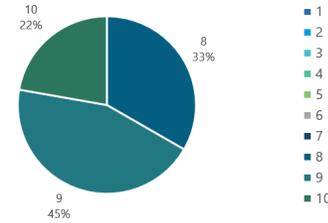
How will this course impact on your success in your current job role?

Average 9.1



How would you rate your confidence in your ability to complete these actions?

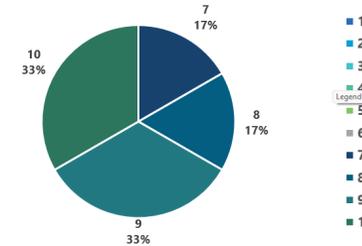
Average 8.9



Client Testimonials

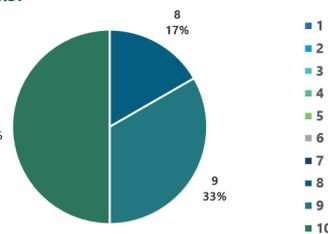
How will this course impact on your success in your current job role?

Average 8.8



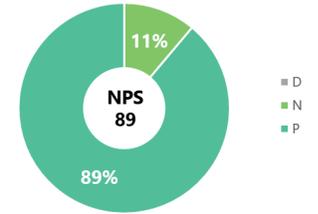
How would you rate your confidence in your ability to complete these actions?

Average 9.3



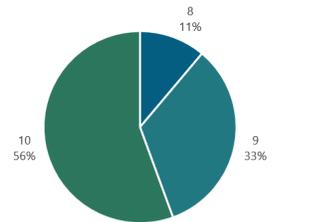
In terms of your experience and satisfaction with the programme, how likely are you to recommend this programme to a colleague?

Average 9.4



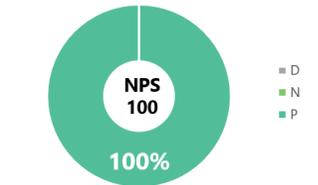
Please rate your facilitator on their overall performance

Average 9.4



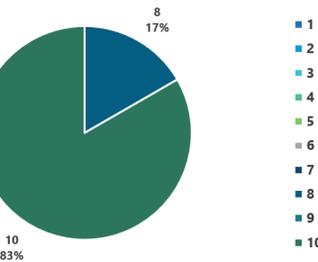
In terms of your experience and satisfaction with the programme, how likely are you to recommend this programme to a colleague?

Average 9.8



Please rate your facilitator on their overall performance

Average 9.7



EAME Negotiation Evaluation report

"Really good session, lots of interaction and very well facilitated by Simon."

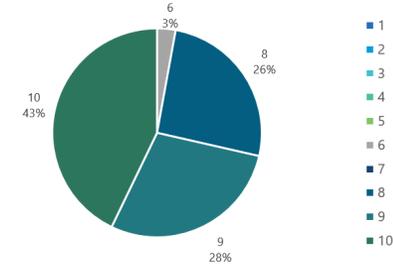


December 2021

Client Testimonials

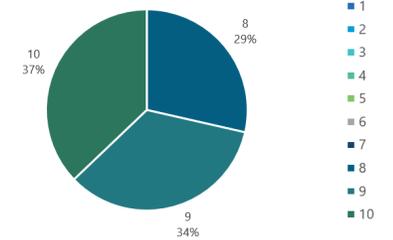
How will this course impact on your success in your current job role?

Average 9.1



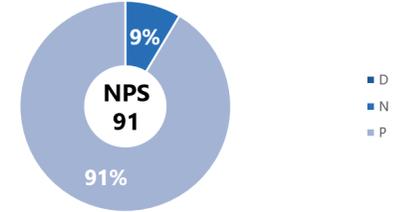
How would you rate your confidence in your ability to complete these actions?

Average 9.1



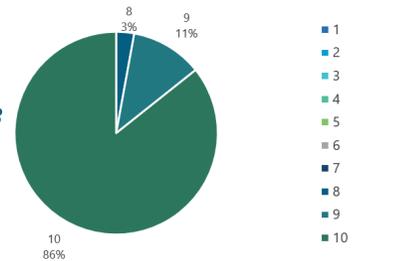
In terms of your experience and satisfaction with the programme, how likely are you to recommend this programme to a colleague?

Average 9.5



Please rate your facilitator on their overall performance

Average 9.8



Persuasion and Influencing Europe Evaluation report

"It put everything in the right order for me, opened my mind on new ideas."

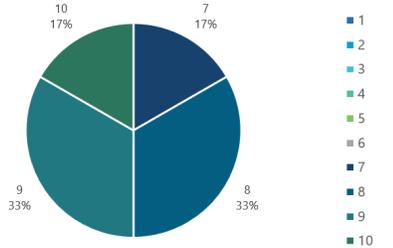


October / November 2021

Client Testimonials

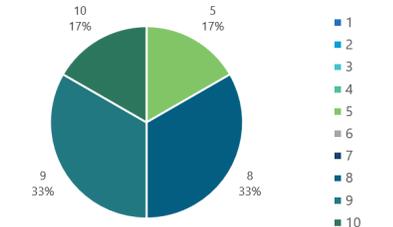
How will this course impact on your success in your current job role?

Average 8.5



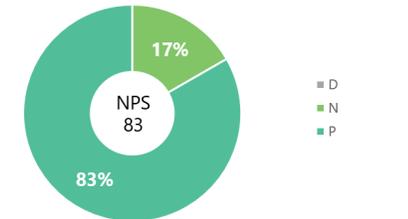
How would you rate your confidence in your ability to complete these actions?

Average 8.2



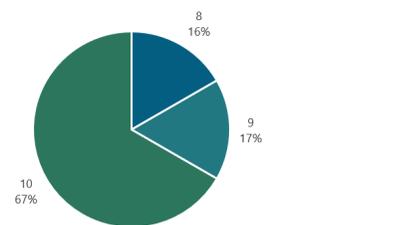
In terms of your experience and satisfaction with the programme, how likely are you to recommend this programme to a colleague?

Average 9.2



Please rate your facilitator on their overall performance

Average 9.5





Who are Mentor Group and what are our differentiators?



About Us

Mentor Group is a data-led sales transformation company, dedicated to driving exponential sales transformation, productivity and performance with digital-first enablement.

Put more simply; we help organisations sell more often, for more money, faster than ever before.



You can verify this ISO 27001 accreditation by clicking [here](#), and using the reference number 227526.

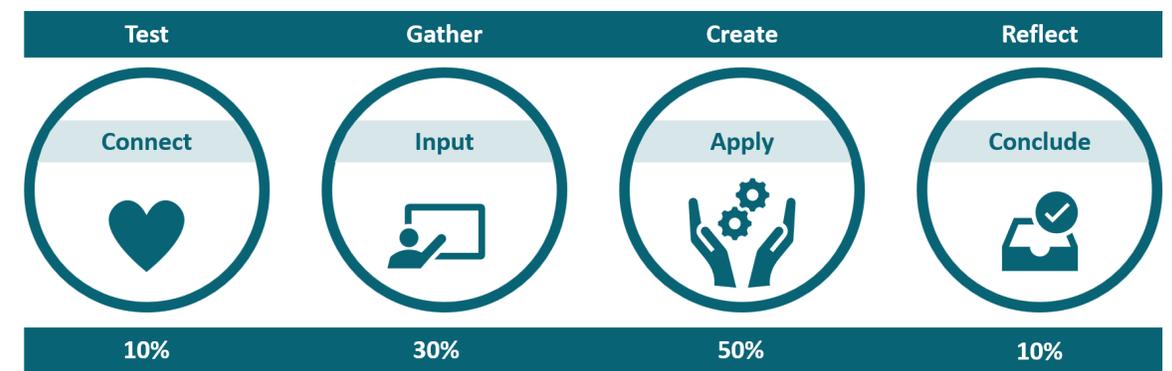


Partnership Collaboration

<p>A dedicated Account Manager who will support the program's success and conduct regular reviews with you</p>	<p>An Account Director to provide oversight of the project and provide you with a channel through which to escalate problems</p>	<p>A Client Success team with named contact to support your administration requirements</p>	<p>An Engagement Leader and Subject Matter Expert who will oversee the design and delivery</p>
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Mentor Group's Application-Based Learning

To provide full brain application-based learning, Mentor Group designs learning around its CIAC framework – Connect-Input-ApPLY-Conclude. Each stage is designed to stimulate every participant across the full range of neurological learning functions through facilitated activities.



Different Delivery Approaches

 <p>Virtual Instructor Lead Training (VILT)</p> <ul style="list-style-type: none"> • Maximum 90 minutes sessions using application based learning • Maximum of 3 per day • Group size of up to 12 	 <p>Instructor Lead Training (ILT)</p> <ul style="list-style-type: none"> • Typically a full day sessions using application based learning • Group size of up to 17 	 <p>Digital Learning</p> <ul style="list-style-type: none"> • Delivered on demand via our Kairos platform • Includes knowledge checking and gamification 	 <p>Coaching as a Service (CaaS)</p> <ul style="list-style-type: none"> • On demand access to Mentor Group coaches • Working on specific business challenges and opportunities • Flexible consumption model 	 <p>E-Seminar (Webinar)</p> <ul style="list-style-type: none"> • Large groups of up to 500 • Maximum 1 hour • Supported by Adobe senior leaders and SMEs
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Sales Performance Coaching - Areas of Focus

Coaching is focused on delivering results in 3 key areas, across sellers and sales leaders.



Topics could include:

For Sales Leaders

- Improving sales effectiveness and operational rigour
- Improving forecast accuracy
- Improving big deal close success forecasting
- Increasing active pipeline

For Sellers

- Accelerating the sales stages
- Buying coalition engagement & influence
- Consultative and value selling stratagems
- Deal planning & reviews
- Unblocking stuck deals

Measures of Success/Indicators could include:

For Sales Leaders

- Leading – Pipeline values, volumes and velocity
- Lagging – New order intake

For Sellers

- Leading – Number of deals past discovery
- Lagging – New order intake

Award Winning Solutions



Best SaaS Product for E-Learning - Kairos

"Mentor Group's Kairos provides a modern and flexible learning experience platform to help sales teams optimize performance through dynamic and autonomous employee training. As the nature of workplace learning is rapidly reconceived as fully digitalized, a pioneering, data-driven product like Kairos brilliantly showcases the advantages of the new paradigm, such as increased accessibility, customizability, and information retention. Everyone at SaaS Awards was impressed by Mentor Group's Kairos."

Quote From Lead Judge - Robert Bassett

Global Delivery Capability



Arabic	Dutch	Greek	Polish	Slovak
Bahasa Indonesia	English	Italian	Portuguese	Spanish
Bulgarian	Finnish	Japanese	Romanian	Swedish
Cantonese	Flemish	Korean	Russian	Thai
Croatian	French	Mandarin	Serbian	Turkish
Danish	German	Norwegian	Siamese	Vietnamese