

World-Class Commercial Skills by Sentinel *Making Training Real*



Be trained by experts on best-practice sales and negotiation

Real-to-Life - Globally Delivered

Our unique and complete Sales and Negotiation programmes deliver Total Commercial Impact for our clients worldwide.

Our models and tools are simple, instantly applicable and drive payback within days.

Our consultants are experienced commercial managers and top level negotiators from companies including Tesco, Wal-Mart, Coca Cola and P&G. We get under the skin of your issues bringing training to life.

Our techniques enable us to benchmark an organisation against its industry sector and step-change performance.

Training that works

On average our skills training delivers

**30 x cost
Within 10 weeks**



Negotiation • Sales • Planning • Finance

Today's Essential Competencies of the Commercial Manager in One Coherent System

Total Commercial Impact

We combine savvy Negotiation with Sales, Insight, Planning and Business Development. Our techniques and tools are integrated to complement each other across these competences. Separating these facets leads to conflict in approach.

Approach Tailored to You

We have a world-class reputation in training design and delivery. Our clients range from global blue chip companies to local business. For some we provide a learning pathway that builds skill as delegate's progress through their careers, whilst others apply our skills for tactical wins and organisational growth.

Best Delivery

Our trainers actually take part in the role play exercises to give your team the best test they can experience. Our quick reference memory aids and electronic sales, negotiation and planning tools ensure that practices transfer instantly to the real job.

Most training fails, ours works

We use your cases in our programmes for relevance; no games

Training with Real Life Focus

Our use of your real life cases in hard-hitting role plays and reality based behavioural models contrasts with most theoretical training. Delegates spend 60% of the time practising in real to life situations.

In a fast paced learning environment we train with 'Edge': candid, direct and honest feedback which changes habits.

Training That Keeps Working

We focus on sustainable results through embedding and continually updating content to meet the needs of the dynamic marketplace.

For a career learning pathway we have programmes targeted to different levels in your organisation; Foundation, Active, Senior or Awareness.

Training with Individual Feedback

We use CCTV and live feedback into earpieces for immediate impact. Delegates take away recordings for self-critique.

With 4:1 delegate: trainer ratio we give one-on-one feedback during the workshops. We then provide delegates with detailed and personal written reports after training.

Bigger Deals Faster - Better Business Forever

Measureable results within days

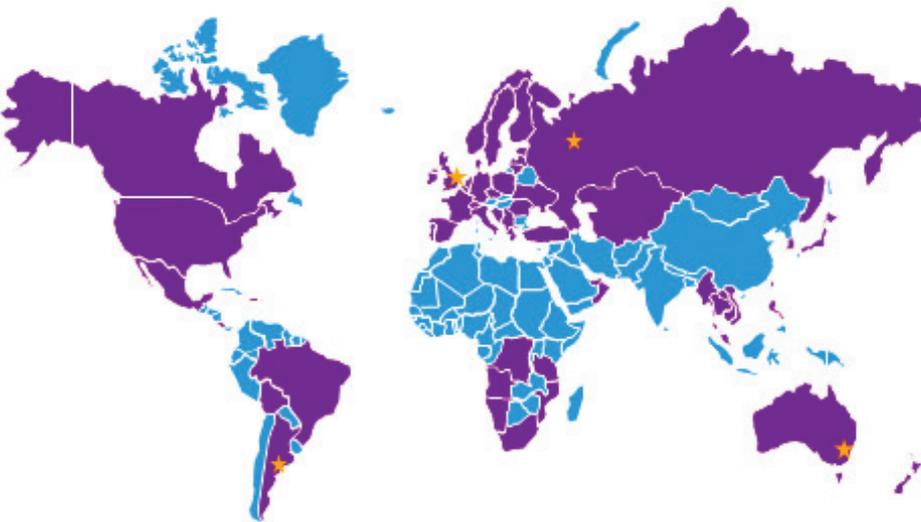
Delegates hit the ground running after our programmes with confidence and ambition to get quick wins. The average Return on Investment for delegates who attend our signature programme Total Commercial Call™ is a staggering 30 x the cost of the workshop within 10 weeks.

Sustainable Organisational Improvement

Our models are simple and habit forming. They 'catch fire' in an organisation creating a common language and way of working. In addition to delegate feedback we benchmark the organisation against your Industry. Clients receive a complete, unparalleled report of how their delegates perform versus peer sectors allowing an understanding of corporate skill strengths and areas for development.

Sentinel has Global Reach...

Across the world we have experienced consultants, trained coaches and facilitators who have lived the real senior commercial roles. We have a track record in the development and delivery of global capability platforms from our offices in London, Sydney, Moscow and Buenos Aires in 6 different languages.



....and World Class Facilities

We can train at a location of your choice or at our purpose built training suite at our head office near Windsor, UK.



So, what makes Sentinel different?

Models that reflect the Real World
Integrated Commercial Skills System
Trained by Expert Buyers and Sellers
Delivery and Feedback with Edge
Tailored Approach to your needs
ISMM accredited

Return on Investment

For further information, contact Sentinel Management Consultants at:

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