

A GUIDE TO ESI

COURSES & CERTIFICATION

Develop your skills and advance your career with a globally recognised, industry-approved and university credit-rated sales qualification.



Introducing ESI

To succeed today, sales people need something different. A different approach. A different mindset. Different skills.

We know that these skills are complex and sophisticated. Yet there was nowhere to go to develop these skills – or have them certified. Until now!

At ESI, thanks to our data-driven global research, we know what skills employers want their sales people to have today. We are an industry-led and career-focused learning provider that delivers online, portfolio-based training and industry certification for sales professionals everywhere.

At a glance



2-3 hours per week



Subscription to ESI for 3 to 12 months



Personal Learning Advisor



Multiple certification options



University Credit-Rated programme



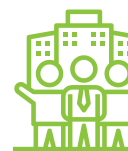
Online delivery format



Applied on the job in real time



From €1,250 to €3,900



Corporate licences available

Why become a **certified** sales professional?

ESI Graduates earn more and advance their career by developing the skills employers worldwide are looking for today.



Earn More

ESI drives higher sales results, leading to increased earnings.



Advance Career

We prepare you for the next stage in your career.



Boost Credibility

ESI graduates get elevated visibility and credibility among colleagues and business leaders.



Certify Your Skills

ESI offers the opportunity to validate your skills through a suite of global certification options as part of your CPD.



Learn Anytime, Anywhere

As an online solution, ESI provides personalised, self-directed, and self-paced learning that you can access at your convenience.



Get Skills for Life

ESI is reported to be transformational both inside and outside the workplace, contributing to personal and professional growth.

Get certified. Get promoted. Earn more.



A unique learning Experience



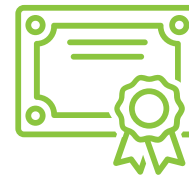
100% online

Access the ESI learning portal 24/7/365 anytime and anywhere you like.



Interactive webinars

Collaborative group sessions for peer-to-peer learning.



Credit-rated qualification

Portable certification standard aligned with global accreditation frameworks.



One-to-one Support

Learning Advisor always available.



Self-paced and flexible

Learn whenever and wherever suits you.



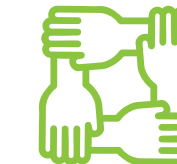
High Performance Toolkit

Tools & devices to apply on the job in real time.



Access to unique content

Multi-media instruction materials including video, podcasts, interactive assignments & curated third-party content.



The ESI Community

Join our global network of certified sales professionals.

About ESI Micro-Credentials



ESI's Micro-Credentials provide an immersive learning experience that develops the sales skills that employers are looking for today – online and applied on the job in real time.

The proprietary curriculum has been developed by ESI in conjunction with its independent Advisory Board – The Global Sales Skills Council. The programme is university credit-rated and consists of a range of standalone – and stackable – micro-credential courses.

ESI graduates take a personalised pathway through the programme and a suite of certification options. Each micro-credential achievement builds to a more senior certification – ultimately leading to ESI's flagship Professional Diploma that is portable and mapped to the European Qualifications Framework.

All learning and support are delivered digitally via the ESI **Growth+** platform and learners get a subscription to ESI – enabling a truly self-paced journey through up to 200 notional hours of learning. All with constant support & guidance provided by your personal Learning Advisor from the ESI Customer Success team.

Learning includes online instruction materials; an experimental mode where learners can reflect & test the concepts they have learned in their working context; and a wide range of exercises to drive real time on-the-job application of what they have learned.

Learning is assessed and behavioural change is recorded via a number of submitted Impact Statements.

Collaborative Selling: Building Partnerships with Customers

| AN ESI MICRO-CREDENTIAL

Learn how to sell more and sell faster by putting the Customer at the centre of everything you do

ESI's **Collaborative Selling** micro-credential explores the importance of the Customer to improved and faster sales performance. This 12-week self-directed course helps the learner to understand how, by re-framing how they view the world from a different perspective, they can improve sales and reduce their sales cycle.

Skills developed

- ✓ Communication
- ✓ Relationship-building
- ✓ Problem Solving
- ✓ Creativity
- ✓ Prospecting
- ✓ Forecasting
- ✓ Credibility
- ✓ Questioning & Listening
- ✓ Adaptability

Learning Outcomes

- ✓ Understand the importance of taking the perspective of the buyer.
- ✓ Understand the customer's motivations.
- ✓ Learn how to discover and uncover the information needed to close a sale.
- ✓ Learn how to ask better questions and listen more intently and with purpose.
- ✓ Understand the level of clarity needed in order to know that a deal will be done.
- ✓ Become aware of personal credibility and why it matters.
- ✓ Learn how to drive collaboration, partnership and alignment with the customer.

Professionalism & **High-Performance** Sales: A Mindset Masterclass

| AN ESI MICRO-CREDENTIAL

Develop the mindset and attitude to succeed – all the time.

ESI's **High-Performance** micro-credential explores the individual salesperson and enables them to develop the mindset and attitude to succeed – all the time. This 12-week self-directed course guides learners through an examination of their professional selves, their behaviours and how to constantly learn & improve. All leading to higher personal and business performance.

Skills developed

- ✓ Professionalism
- ✓ Credibility
- ✓ Integrity
- ✓ Trust
- ✓ Competitiveness
- ✓ Leadership
- ✓ Resilience
- ✓ Positive Attitude

Learning Outcomes

- ✓ The professionalism required to deliver to a high standard.
- ✓ What a great attitude is and why it is important.
- ✓ How to develop a great attitude that drives high levels of performance.
- ✓ How to understand the mindset required to deliver to a high standard.
- ✓ How to stay honest about the results the salesperson will generate.
- ✓ How to be professional and responsive.
- ✓ The nature of the relationship high-performing salespeople have with themselves.
- ✓ How to invest time and effort in constantly developing a range of skills and talents.
- ✓ What High-Performance really means.
- ✓ How to understand and implement a results-focused approach to everything.

Business Acumen for Sales: Mastering the Fundamentals

| AN ESI MICRO-CREDENTIAL

Develop the core skills that underpin high-performance selling today.

ESI's **Business Acumen** micro-credential introduces you to the core principles and skills that underpin selling today. This 12-week self-directed course enables participants to identify what is required in order to achieve improved results as well as recognise the factors that will impact sales performance.

Skills developed

- ✓ Business Acumen
- ✓ Results-Oriented
- ✓ Time Management
- ✓ Collaboration
- ✓ Prospecting
- ✓ Relationship Management
- ✓ Self-motivation
- ✓ Personal Credibility

Learning Outcomes

- ✓ What it means to be a sales professional.
- ✓ What is required in order to achieve improved results.
- ✓ To recognise the factors that will impact performance.
- ✓ How to translate information into credible market intelligence.
- ✓ How to collaborate to achieve better results.
- ✓ The fundamentals of what it means to be a high-performing sales professional.
- ✓ An understanding of business and how this drives higher performance.
- ✓ Awareness of personal credibility, why it matters and how to collaborate with others to achieve better results.

Mastering Productivity: Results-Oriented Sales

| AN ESI MICRO-CREDENTIAL

Learn results-based work practices that will drive higher performance.

ESI's **Mastering Productivity** micro-credential explores the importance of results and performance (as opposed to activity) for the sales professional today. This 12-week self-directed course explores how clarity-of-purpose and a focus on business outcomes can shorten sales cycles and remove impediments to performance.

Skills developed

- ✓ Drive
- ✓ Results-Oriented
- ✓ Confidence
- ✓ Discipline
- ✓ Efficiency
- ✓ Time Management
- ✓ Risk Management
- ✓ Value-Delivery

Learning Outcomes

- ✓ The importance of time in Entrepreneurial Sales.
- ✓ How to manage the impact that different aspects of time have on closing a sale.
- ✓ What it means to be efficient.
- ✓ How high-performance selling means that every activity has an expected result.
- ✓ What high performance really means.
- ✓ How to implement a results-focused approach to everything.
- ✓ How to develop critical thinking and how to weed out 'distractor tasks' that do not contribute to achieving goals.

A new sales **certification** that validates **skills** and develops **careers.**

ESI courses establish a new global certification standard for sales today. For the first time, ESI enables Sales to be recognised as a Profession – not just a job. ESI courses are approved by The Global Sales Skills Council and credit-rated by the Scottish Qualifications Authority.



How ESI's Stackable Micro-Credentials work

You can complete the micro-credentials in any order and in any timeframe that you like. Each micro-credential achievement in turn builds (or 'stacks') to a more senior certification – ultimately leading to ESI's flagship Professional Diploma that is portable and mapped to international curriculum frameworks all over the world.

In summary:

- 2 x micro-credentials = Certificate
- 3 x micro-credentials = Professional Certificate
- 4 x micro-credentials = Professional Diploma

Professional Diploma

Professional Certificate

Certificate

Micro Credential

How you are assessed

ESI courses provide a thoroughly work-based learning experience. By design. This experience is not just about knowledge. It is about skills. Learning is assessed and behavioural change is recorded via a number of submitted Impact Statements.

As a result, the assessment for your ESI certification is not just based on what you know. It is based on how you apply what you know.

ESI assignments are completed via our unique and innovative Impact Statements. Certification is achieved by successfully passing these assignments which:

- Demonstrate the new skills you have learned.
- Showcase how you have applied them on the job.
- Earn your stackable credential that you can share online.



Put simply, **ESI works!**

Our graduates and customers love our courses and they **really love** what they do for them and their businesses.



Lorri Zelaznik.
Account Manager

- ✓ 133% over target
- ✓ Earned more
- ✓ Better customer insights



Andrew Golden
Account Manager

- ✓ Performance soared
- ✓ Better forecasting
- ✓ Higher efficiency



Derek Crombie
Managing Director

- ✓ Team closed 6 figure deals
- ✓ 50% increase in sales DNA
- ✓ 2-3x improvement in deal closing



Scott Major

Despite my three decades of experience in sales, the Business Acumen Micro-Credential was eye-opening. It made me rethink how I manage my pipeline and encouraged out-of-the-box thinking.



Bolu Kareem

When I had never worked in sales, ESI gave me the mindset of a sales person. This course helped me transition into sales and eventually got a promotion inside the company.



Richie Duignan

ESI made a big difference when I moved to Australia and started job hunting. It boosted my confidence and interview skills. Having a professional diploma and understanding sales methods gave me an edge, and I got a job at Uber.

INDUSTRY APPROVED & GLOBALLY RECOGNISED

ESI graduates come from all over the world
and they work at companies like...

UBER

DocuSign®

dubber

fenergo

verizon✓

Your personal **CPD** solution!

Commercial roles are the hardest for employers to fill globally. This is because the skill of selling has evolved profoundly in recent years but traditional sales training has not kept pace with that evolution.

ESI is fixing the global sales talent and skills shortage by providing a suite of online sales training and certification solutions – globally. Think about it as Continuous Professional Development for Sales people everywhere.

In simple terms ESI is Professionalising sales today!

GET CERTIFIED. GET PROMOTED. EARN MORE



ESI for Companies

The most cost-effective way to implement ESI.

ESI's *Growth+* platform will fill your sales skills and talent gap.

Our globally recognised sales certifications enable employers to better develop, retain and onboard high performing sales people. Wherever they are.

Why get ESI for your business?



Higher Production

ESI drives real behavioral change for better business results.



Increased Retention

ESI boosts employee engagement, reducing staff turnover.



Talent Mobility

Fills career gaps, driving talent mobility and succession planning.



Shorter Time-to-Productivity

Accelerates onboarding, enabling rapid role transition.



Scalable

Fully scalable online solution for consistent skill development and remote support.



Work-Based Learning

ESI integrates into workflow for real-time on-the-job application.



Lower Cost

More cost-effective and resource-efficient than traditional training.



Certification

Provides options to validate skills in commercial teams.

Why work with ESI?



High-margin revenue

Grow your business with scalable, high-margin revenue.



Simplicity

ESI provides a turnkey solution and flexible partnership options.



Differentiate your offering

We know from our customers & partners that ESI is truly unique.



A big opportunity

The shortage of sales talent & skills is very real & global – most of your customers will have this problem.



The ESI community

We work with partners, customers, learners & advisors all over the world.

ESI for Partners

Grow your business with the ESI **Partner+** Programme

If your business operates in the Sales, Learning or Talent industries, you will know that the global shortage of soft sales skills & talent is a real problem for your customers.

ESI customers tell us that ESI is a truly unique solution that addresses this problem – for employers and employees alike. In short, ESI works!

A global problem with a global solution gives you the opportunity to grow and differentiate your business. ESI pro-actively works with like-minded partners who share our conviction about this business opportunity and want to grow their business with us.

Scale & Differentiate Your Business with ESI's
Unique Growth+ Sales Certification Solution.

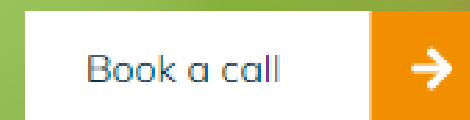




Start your ESI journey today.

Reach out to us using the button below.

Our team is ready to talk to you.



CONNECT WITH US

Email: hello@esinstitute.com

Website: www.esinstitute.com

