

## A GUIDE TO ESI

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# COURSES, CERTIFICATION & SOLUTIONS

Develop skills, improve performance and advance careers with a globally recognised, industry-approved and university credit-rated sales qualification.

ESI provides flexible solutions for individuals, companies & partners.

**Certified Professional Development for Sales**



# A **CPD** solution for Sales!

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 – worldwide.

Available 24/7/365. Flexible and fully scalable. Roll-on/Roll-off to fit with personal and business schedules. Think about it as **Certified Professional Development** for sales people everywhere.

ESI is Professionalising Sales Today!

**Qualified Talent. Higher Performance.**



# 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. The proprietary curriculum has been developed by ESI in conjunction with its independent Advisory Board - **The Global Sales Skills Council**. Every ESI course is credit-rated by the **Scottish Qualifications Authority**.



## How ESI's Stackable Credentials work

ESI courses can be completed in any order and in any timeframe that you like. Each course is individually credit-rated and constitutes an ESI **Award**.

Each course achievement in turn builds (or 'stacks') to a more senior certification – ultimately leading to ESI's flagship **Diploma in Professional Sales** that has equivalence with and is mapped to international curriculum frameworks all over the world.

## How ESI is 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 free-text assignments.

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.



# A unique & immersive learning Experience

ESI learners take their own personalised learning journey through up to 8 individual courses that are curated into 4 thematic Micro-Credentials. Courses can be completed in any order and in any timeframe.



## 100% online

Access the ESI learning portal **24/7/365**. Worldwide.



## Interactive webinars

Collaborative group sessions for **peer-to-peer** learning.



## Credit-rated qualification

University-grade **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 and your business.



## High-Performance toolkit

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



## Portfolio-based

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



## The ESI community

Join our **global network** of certified sales professionals.

# ESI for **Individuals**

A personal CPD solution!

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

## Why become a certified sales professional?



### Earn More

ESI drives higher sales results, leading to increased earnings.



### Advance Career

ESI prepares 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 - 24/7/365.



### Get Skills for Life

Our graduates say ESI is transformational both inside and outside the workplace, contributing to personal and professional growth.

**Get Certified. Get Promoted. Earn More.**



# ESI for Companies

The most cost-effective way to implement ESI.

ESI's flexible and scalable solutions fill commercial skills and talent gaps for organisations worldwide.

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 behavioural 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.

**Qualified Talent. Higher Performance.**



# ESI Courses



## **Customer Insight:** **Understanding Your Prospect**

Enhance your ability to engage with prospects - leading to stronger sales outcomes



## **Driven by Results:** **Focusing on Value-Added Activities**

Learn how to prioritise activities in a way that maximises value and ensures you meet your targets



## **A Great Attitude:** **Cultivating a Winning Mindset**

Develop a resilient and positive attitude that paves the way for sustained high-performance



## **Commercial Fundamentals:** **Building Blocks for Success**

Build, challenge and enhance your understanding of sales today with a view to achieving exceptional results

## **Managing Transparency:** **Deal Clarity & Alignment**

Gain tools and insights for stronger customer partnerships that lead to more successful & timely deals



## **Focus on Efficiency:** **Optimise Time for Maximum Impact**

Gain the skills to manage your time more effectively with a view to achieving more successful sales outcomes



## **High Performance:** **Achieving Excellence in Sales**

Equip yourself with the mindset and strategies to consistently achieve exceptional sales results



## **Business Issue:** **Sales Logic & Market Dynamics**

Develop an understanding of fundamental business principles to help you navigate sales with confidence



ESI learners take their own personalised learning journey through up to 8 individual courses that are curated into 4 thematic Micro-Credentials. Courses can be completed in any order and in any timeframe.

Full course prospectus in the [Appendix](#)

# Our Graduates Love ESI

Graduates and customers love our courses and they **really love** what ESI does for them and their businesses. Put simply, **ESI works!**



**Helen Clarke**  
Co-Founder

“In short, the ESI programme has sharpened my focus and helped me tweak our processes - leading to more predictable sales success.”



**Scott Major**  
Sales Manager

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



**Bolu Kareem**  
Account Executive

“Before I 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.”



**Linda Hegarty**  
Founder

“I have completed ESI courses and we have all benefited. We have basically changed the way we approach sales based on what has been learned and shared with the team.”



**Derek Crombie**  
Managing Director

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



**Lorri Zelaznik.**  
Account Manager

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



**Andrew Golden**  
Account Manager

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

# INDUSTRY APPROVED & GLOBALLY RECOGNISED

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

UBER

DocuSign®

*dubber*

fenergo

verizon✓

# About 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 has been 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



Course purchase or subscription options



Learner support



Multiple certification options



University Credit-Rated programme



Online delivery



Applied on the job in real time



Corporate licences available



From €875

# 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 sales skills & talent is a real problem for your customers.

ESI customers and graduates 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.

## 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

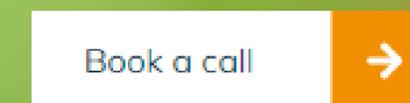
We work with partners, customers, learners & advisors all over the world.



# Contact ESI today.

Schedule a consultation by using the button below.

Our team is ready to talk to you.



## CONNECT WITH US

Email: [hello@esinstitute.com](mailto:hello@esinstitute.com)

Website: [www.esinstitute.com](http://www.esinstitute.com)



# APPENDIX

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ESI COURSE PROSPECTUS



# Customer Insight: Understanding Your Prospect

## | AN ESI COURSE

Enhance your ability to engage with prospects leading to stronger sales outcomes



‘Great insights on how to get into a deeper discussion with the prospect to really find out what their key drivers are.’

**Customer Insight** explores the importance of the Customer to improved and faster sales performance. It helps the learner to understand how, by viewing the world from a different perspective, they can improve sales and reduce their sales cycle.

## Learning Outcomes

You will develop a profound understanding of your prospects by mastering the arts of empathy, motivation analysis and effective questioning. By the end of **Customer Insight**, you will be equipped with the skills and knowledge to view your sales opportunities through the eyes of your prospects, understand their motivations and engage them with precision and empathy. All leading to more effective and successful sales engagements.

- ✓ The importance of taking the perspective of the buyer;
- ✓ Understand the customer’s motivations;
- ✓ Discover and uncover the information needed to close a sale;
- ✓ Ask better questions;
- ✓ Listen more intently and with purpose;
- ✓ Master the skill of ‘predictive listening’ to uncover essential information.

# Managing Transparency: Deal Clarity & Alignment

| AN ESI COURSE

Gain tools and insights for stronger customer partnerships that lead to more successful & timely deals



‘I learned how to address misalignment between my prospect and myself. This removed ambiguity and shortened my sales cycle’

**Managing Transparency** enables professional salespeople to navigate the complexities of the business-to-business sales environment. It focuses on two critical aspects of complex customer and prospect relationships: transparency and accountability.

## Learning Outcomes

You will master the essential skills needed to create transparent and aligned relationships with your prospects - paving the way for successful and timely deal closures. By the end of **Managing Transparency**, you will be equipped to enhance your sales performance through stronger partnerships and more successful deals.

- ✓ 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;
- ✓ Drive collaboration, partnership and alignment with the customer;
- ✓ Shorten the sales cycle by reducing wasted time;
- ✓ Improve your ability to engage with prospects;
- ✓ Tailor your sales approach to your prospect's needs.

# Driven by Results: Focusing on Value-Added Activities

## | AN ESI COURSE

Learn how to prioritise activities in a way that maximises value and ensures you meet your targets



**'I've learned that being strategic about where I focus my efforts doesn't mean doing less - it means doing what matters most with greater intentionality and effectiveness.'**

**Driven by Results** provides a structured approach to maximising productivity and adding value in sales - with a view to achieving sales targets efficiently and effectively.

## Learning Outcomes

You will develop a clear understanding of the expected outcomes of your activities and be able to differentiate between activities that add value and those that do not. By the end of **Driven by Results**, you will be equipped with the knowledge and skills to work more effectively ensuring that your activity consistently leads to successful outcomes for both you and your business.

- ✓ What it means to work with clarity of purpose;
- ✓ Why being results-focused is critically important in Professional Sales;
- ✓ Implement a results-focused approach to everything;
- ✓ Understand how high-performance selling means every activity has an expected result;
- ✓ Appreciate the totality of value that the sales professional delivers;
- ✓ How to deliver that value.

# Focus on Efficiency: Optimise Time for Maximum Impact

## | AN ESI COURSE

Gain the skills to manage your time more effectively with a view to achieving more successful sales outcomes



**'I've learned the importance of proactive planning and strategic thinking....I can now allocate my time more effectively.'**

**Focus on Efficiency** provides a structured approach to managing time effectively and maximising efficiency in sales with a view to driving the achievement of sales targets.

## Learning Outcomes

You will learn to manage your time with precision and focus - ensuring that every effort is directed towards achieving your sales targets.

By the end of **Focus on Efficiency**, you will be equipped with the knowledge and skills to manage your time and resources more effectively - ensuring more successful sales outcomes.

- ✓ What it means to be efficient;
- ✓ The importance of time in Professional Sales;
- ✓ Understand different aspects of time and the impact they have on closing a sale;
- ✓ Optimise your time to prioritise high-impact sales activities;
- ✓ Weed out 'distractor tasks' that do not contribute to achieving goals;
- ✓ Plan and allocate time effectively to ensure timely deal closures.

# A Great Attitude: Cultivating a Winning Mindset

## | AN ESI COURSE

Develop a resilient and positive attitude that paves the way for sustained high-performance



**'I no longer feel like I'm just coasting on safe inbound leads...I am challenging myself to reach out to clients who might have deeper or more complex needs. This course has made me more resilient overall.'**

**A Great Attitude helps you to develop a resilient and positive attitude - which is essential for navigating the challenges and rewards of a high-performance sales environment.**

## Learning Outcomes

You will develop an understanding of the crucial role that the correct mindset plays in achieving success in professional sales. By the end of **A Great Attitude**, you will be equipped with the tools and strategies to foster an honest and resilient mindset - paving the way for sustained high performance in your sales career.

- ✓ What a great attitude is and why it is important;
- ✓ Develop a great attitude that drives high levels of performance;
- ✓ Understand the mindset required of a salesperson to deliver to a high standard;
- ✓ Understand the relationship that high-performing salespeople have with themselves;
- ✓ Develop and nurture this relationship;
- ✓ Avoid delusion and stay honest about the results you will generate.

# High-Performance: Achieving Excellence in Sales

| AN ESI COURSE

Equip yourself with the mindset and strategies to consistently achieve exceptional sales results



'This course highlighted the power of combining a high performance mindset with confidence. It reinforced how a client-focused approach can transform potential roadblocks into stepping stones for stronger results. It's a mindset I'll carry forward into the future.'

High Performance equips you with the mindset and strategies necessary to consistently achieve exceptional sales results - by exploring the critical components that define high-performance selling.

## Learning Outcomes

You will develop a clear understanding of what it means to perform at the highest level in the field of sales. By the end of **High Performance**, you will be equipped with the knowledge and skills to consistently achieve excellence in your sales career - ensuring that your efforts consistently lead to tangible and valuable outcomes for you and your business.

- ✓ Why being professional matters to the high-performing salesperson;
- ✓ Understand the professionalism required to deliver to a high standard;
- ✓ Be professional and responsive;
- ✓ Understand what high-performance really means;
- ✓ Apply and develop a high-performance mindset;
- ✓ Develop a growth mindset that constantly develops a range of skills.

# Commercial Fundamentals: Building Blocks for Success

## | AN ESI COURSE

Build, challenge and enhance your understanding of sales today with a view to achieving exceptional results



"This course reinforced the importance of clarity and structure in driving sales success.

It showed me that, by approaching the situation differently, I could achieve better outcomes faster."

**Commercial Fundamentals** challenges you to review and develop your understanding of Professional Sales today - equipping you with the core knowledge and tools to achieve exceptional results.

## Learning Outcomes

You will explore the core concepts that form the foundation of successful selling in today's dynamic business environment.

By the end of **Commercial Fundamentals**, you will have a solid foundation in the core principles of Professional Sales - empowering you to achieve exceptional results and drive business success.

- ✓ A clear understanding of Professional Selling and its importance;
- ✓ Master key concepts to consistently achieve sales targets;
- ✓ Apply three guiding principles to create a winning sales strategy;
- ✓ Identify what is required in order to achieve improved results;
- ✓ Recognise the factors that impact performance;
- ✓ What it means to be a high-performing Sales Professional.

# Business Issue: Sales Logic & Market Dynamics

## | AN ESI COURSE

Develop an understanding of fundamental business principles to help you navigate sales with confidence



'This course reshaped my perspective and gave me a framework for continually refining my sales approach.

It significantly shortened my sales cycle by providing focus.'

**Business Issue** empowers sales professionals to grasp the core business principles that drive their sales activities. In addition, it improves their ability to communicate and collaborate effectively with both their business and the market.

## Learning Outcomes

You will develop a robust understanding of the fundamental business principles that guide effective sales strategies. By the end of **Business Issue**, you will be equipped with the knowledge and tools to navigate the complexities of sales with confidence, ensuring you add value to both your customers and your business.

- ✓ An understanding of business and how this drives higher performance;
- ✓ Collaborate to achieve better results;
- ✓ Strengthen relationships with both the market and the business to drive success;
- ✓ The importance of being the voice of the customer and providing market intelligence;
- ✓ An awareness of personal credibility and why it matters;
- ✓ Translate information into credible market intelligence.