

SALES DEVELOPMENT PROGRAMME

Choosing how and where you advance your career in sales is a huge decision. The stakes couldn't be higher.

Every sales opportunity you consider will suggest a high earning potential and the opportunity to progress. So how can you be confident that you've found a business with the potential to exceed your ambitions and set you up for a lifetime of achievement?

At IQPC we recognise that setting our Sponsorship Sales Managers up for success is absolutely critical to the continued exponential growth of our business. We simply can't afford to make the investment in our future sales talent anything other than our number one business priority. As such, over the last 3 years we have developed the Sales Development Programme (SDP), the industry's leading training and onboarding programme to attract, develop and retain exceptionally talented sales professionals.

'The SDP taught me more in my first few days than in my 7 previous years sales experience combined. The training is based on what works rather than textbook theory so you can immediately put it into context and see why it can also work for you too. Just over 4 months into my time at IQPC I feel completely settled and my confidence is growing day-by-day as I see the results coming in and I know that 99.9% of this is down to the SDP so I cannot recommend this highly enough – regardless of your background or experience level.'



Connie, Sponsorship Sales Manager



WHAT DOES THIS MEAN FOR YOU?

- ▶ **Significant investment in your personal development** There is a world of difference (and earning potential) between sales people and sales professionals. Get the investment you need to take your sales skill set and earning potential to be amongst the top 5% in the UK.
- ▶ **Start taking home commission – fast!** Since establishing the SDP we've halved the average time it takes to secure first deals and achieve quarterly bonuses.
- ▶ **Confidence that endeavour is the only variable to your success** The training and development provided requires significant investment. Whilst this means that we are naturally very selective about those we hire, it also means that once you join our organisation you will be given every opportunity and support required to succeed.



IS THIS RIGHT FOR YOU?

Whether you are a Sponsorship Sales veteran with many years worth of industry experience, or a complete novice armed with nothing but the right attitude and attributes to succeed in sales, IQPC invests in the training required to take your sales skill set to the next level.



SO HOW DOES THE SDP ACTUALLY WORK?

The SDP puts your personal development centre stage over an 8 week period. You'll be immersed into a team of like-minded Sponsorship Sales Managers joining the business together to work hand-in-hand with a Sales Trainer, who has over 10 years relevant experience in the business exclusively focused on your development.

Coming from a B2C background and little sales experience I started at IQPC with no idea about sales process, B2B selling or how businesses even work! Working closely with Katie helped me understand how to be commercial and gave me a sound basis in business and sales that has allowed me to develop my own style and route to success. The SDP was the perfect platform to start my sales career in an environment where you're encouraged to ask questions, learn, and develop sales experience and skills that is easily transferable. A year after graduating from SDP I finished the year in the top 10 in the company and 2 years later I'm now top 3. I wouldn't have achieved this if it wasn't for my SDP experience.



Katie,
Sales Manager



Research suggests that without systematic, continuous learning and reinforcement, approximately 50% of the learning content is not retained within five weeks, much less applied. It will come as no surprise that theory in our training is one thing, but practice is another, so you'll start applying these techniques immediately, honing your skills. Vivalty, you will receive on-going coaching and real-time feedback to fine tune and bed-in these critical skills and habits.

The objectives of IQPC's Sales Development Programme (SDP) are very straight forward. By the end of the 8 week programme you will:

- ▶ Have **secured your first deals** and be moving to your sales team with a pipeline of closeable opportunities.
- ▶ **Mastered the key skills** necessary to source and develop a prospect right the way through to being in a position to provide industry leading proposals to C-Level stakeholders.

MEET YOUR TRAINER

I joined IQPC 12 years ago, straight out of University. Over that time I've been a consistent top biller in our sponsorship team, developed and managed some of our very best performers and more recently over the last 3 years via the SDP, used this personal experience to fast track our new Sponsorship Managers to be amongst our ultra high performers vying for the top results in the business.



The key to all of this is embedding and practically applying the theory of what we do. To be clear, this isn't about learning some theory in a class room and wishing you the best, nor is it about selling the 'IQPC way'. I'm there side by side with our Sponsorship Managers, providing tailored training and support to build on individual strengths and address weaknesses to ensure they meet their potential. I'm incredibly proud of the results we've achieved and the impact that putting people at the heart of our business has had on the bottom line.

I am a strong believer in the game changing results that can be achieved by simply having a clear target, tailored support and a passion for what you do. I like to think that this philosophy is equally applicable outside of work. Over the last 5 years, I've completed an Ironman, considered to be the toughest 1 day endurance event in the world, (consisting of a 2.4 mile swim, 112 mile bike followed by a marathon), achieved a personal best in all 6 World Marathon Majors (New York, Boston, Chicago, London, Berlin and Tokyo) achieving my goal of a sub-3 hour finish (2hr 58 min) and am now working towards a black belt in judo.

So, if you've got a clear vision for what you would like to achieve in both your career and life (and are not afraid of the hard work to get there!) I'd love to be a part of helping you make it a reality.

Katie Judd
Head of Sales Development



SO, ARE YOU READY TO JOIN US?

We're incredibly proud of the people and results we've achieved by investing so heavily in the development of our Sponsorship Managers. However to be clear, the SDP is not designed to help the 'average' become good. The people we are looking for hate mediocrity and are looking to find the platform that they need to turn their potential and willingness to do whatever it takes to become exceptional.

In summary, we are talking about joining a business with:

- ▶ A heritage of over 40 years providing international, world leading B2B media/events.
- ▶ A global reach with opportunities to work abroad with offices in London, Berlin, New York, Sydney, Singapore and Dubai.
- ▶ A dedicated Sales Talent Management team with over 35 years combined experience in the business to provide continued support and professional development to take your sales career to the next level
- ▶ Unrivalled earning potential in the industry with uncapped commission and an OTE of £60k+ in year 1, £80k+ in year 2.

CONTACT US



recruitment@iqpc.co.uk



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"The Sales Development Programme has taken my sales career to the next step, with intensive but extremely valuable training and development from experienced sales people who I have learnt an incredible amount from. Working with a team of people who were looking to achieve the same goal meant there was a real sense of togetherness. It made what was a challenging programme a really fun experience too, and something I'd definitely recommend to others looking to further their sales career."



**Tom, Sponsorship
Sales Manager**

