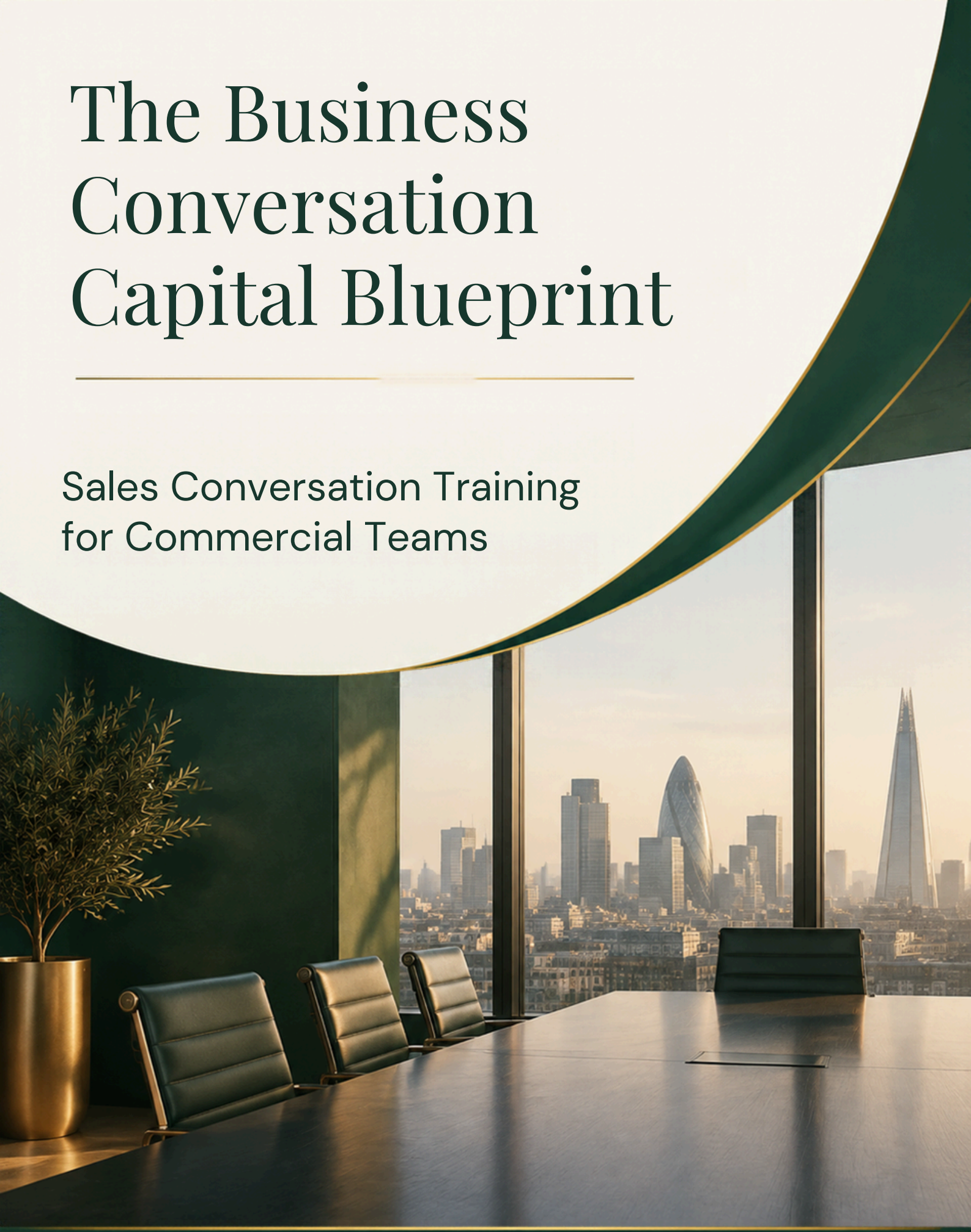
The Business Conversation Capital Blueprint

Sales Conversation Training for Commercial Teams



The Conversation Economy™ | Conversations. Connections. Legacy.

The Asset You Are Not Measuring

Your company pays for every lead. The conversation decides whether that spend returns.

Most firms measure the lead and leave the conversation to instinct. That is why results vary so widely between people on the same team with the same leads.

Conversation is capital. It can be developed with intent, measured against a number you already track and relied upon to help turn enquiries into revenue.



> “Most firms measure the lead. Very few train the conversation.”

Why Conversation Decides Who Wins in Today's Economy

Buyers now do much of their own research before they speak to anyone. Gartner reports that business buyers spend only 17% of their purchase time meeting with potential suppliers, and that a third of buyers say they would prefer a seller-free experience.

The conversation that remains is therefore shorter, more closely judged and more valuable. Every exchange must earn attention quickly, explain value clearly and move the buyer towards a decision.

Firms that treat conversation as a skill to be trained and not a talent to be hoped for are better placed to turn scarce buyer time into potential revenue.

Fewer conversations.

Buyers control more of the journey, so each conversation carries more weight.

Higher expectations.

Buyers expect relevance, preparation and a clear next step.

Greater differentiation.

When offers look alike, the quality of the conversation is what a buyer remembers.

Gartner, Future of Sales research, 2020.



Why Employee Training Matters

Six reasons, each supported by published research

1.

Skills gaps hold back growth.

63% of employers surveyed by the World Economic Forum name skill gaps as a major barrier to business transformation between 2025 and 2030.

2.

Learning supports retention.

94% of employees say they would stay at a company longer if it invested in helping them learn.

3.

Training is linked to productivity.

UK research covering 19,289 firm-year observations links a 20% rise in spending per trainee to a 2% productivity gain.

4.

Training managers and staff together adds more.

The same study found that training both raised the combined impact by 20% to 25% over the separate effects.

5.

Developing existing people answers recruitment pressure.

27% of UK employer vacancies in 2024 were skills shortage vacancies, and 50% of employers surveyed by the World Economic Forum plan to move existing staff from declining to growing roles.

6.

Training professional and commercial staff is linked to larger gains.

The same UK research links a 10 percentage-point rise in training coverage of professional and associate professional staff to productivity gains of about 10.8%, roughly double the effect for general staff.



World Economic Forum, Future of Jobs Report 2025 | LinkedIn Workplace Learning Report | Schwarz, Du, Nduka and Zhang (2025), British Journal of Industrial Relations | Department for Education, Employer Skills Survey 2024.

The Value of Training in Eight Facts

Published research from UK and global sources

59 in 100

workers will need training by 2030.

World Economic Forum, 2025.

85%

of employers plan to prioritise upskilling their workforce.

World Economic Forum, 2025.

27% ↓

of UK vacancies were skills shortage vacancies in 2024, down from 36% in 2022.

Department for Education, Employer Skills Survey 2024.

£1,700 ↓

employer training spend per employee in 2024, down from £1,960 in 2022.

Department for Education, Employer Skills Survey 2024.

£53 ↓ billion

total UK employer training investment in 2024, £6 billion lower than in 2022.

Department for Education, Employer Skills Survey 2024.

0.5% ↓

average yearly UK productivity growth since 2008, against 2.3% in the decade before.

The Productivity Institute.

94%

of employees say they would stay longer if their employer invested in helping them learn.

LinkedIn Workplace Learning Report.

2%

productivity gain linked to a 20% rise in spending per trainee, and 3.6% for managers.

Schwarz, Du, Nduka and Zhang (2025), British Journal of Industrial Relations.

Training investment per employee is falling. The firms that keep investing set themselves apart.



What Your Company Gains

Consistent conversations.
Every person on your team opens, explains, follows up and closes to one clear standard.

Better use of every lead.
The spend that brings the enquiry is supported by the conversation that follows it.

A measured result.
We agree one number with you before the session and review it after 30 days.

Confident people.
Delegates rate their confidence before and after the session in each of the four conversations.

Habits that last.
A reinforcement guide equips managers to hold the standard week by week.

Development from within.
You build the skills of the people you already employ.

What every delegate and manager receives

Delegate workbook, one per person.

The Team Playbook: pre-written tips, scripts and checklists for building team conversation skills, written to work for any team and issued to every delegate on the day of training.

Manager's reinforcement guide.

30-day review against the agreed number.

What we ask of you

One agreed number and its current baseline.

A named manager to lead a short weekly check-in.

Real customers, products and objections to build the session around.

Delegates released for the full session.



What Your Team Will Learn

The Business Conversation Capital Blueprint™ equips commercial teams with the conversation skills that support growth. Every exercise is built around your own products, customers and objections. Nothing is generic role play.

1.

The Opening.

The first 30 seconds. Earn the moment, give a reason, then ask and listen.

2.

The Value.

Turn features into outcomes. Build a value statement a customer can repeat in one sentence.

3.

The Follow-up.

Reason, rhythm and next step. A planned sequence of contacts that earns a reply.

4.

The Close.

Read buying signals, test with a trial close, ask plainly and work through ten common objections in five steps.



Skills built throughout the session

Sales conversation technique | Communication | Customer service | Team collaboration | Continuous learning

Learn. Practise. Apply.

Your Trainer

Roxann, is The Conversation Strategist™. She brings experience across the conversations that shape revenue (retail sales, hospitality, customer service and relationship-led business). She teaches entrepreneurs in her curated business building session Conversations to Cash - a practical conversation confidence building session.

How it is delivered



Half-day, in person.

3.5 hours at your premises. All four conversations, with practice.



Full day, in person.

Greater depth, with work on your team's own live calls and scripts.



Online.

Three 90-minute sessions for teams across several sites.

Group size: groups of up to 12 delegates are included in the session fee. Further delegates, to a maximum of 20, are charged per head. Price on request.

How it is measured

Before: we agree one number that matters to you.

During: your team trains on its own scenarios.

After: a 30-day review against that number.

First Conversation to 30-day Review

How we work together

1. **A 20-minute conversation.**
   We learn about your team, your customers and the result you want.
2. **One agreed number.**
   We agree a single measure that matters to you and record where it stands today.
3. **The session.**
   Your team trains on its own products, customers and objections, in person or online.
4. **The Team Playbook.**
   Every delegate receives the pre-written Team Playbook on the day of training.
5. **The 30-day review.**
   Weekly manager check-ins hold the standard, then we review the result against your agreed number.

Questions Often Asked

Who is it for?
Sales and commercial teams, together with their managers.

What happens after the session?
Managers lead a short weekly check-in, then we hold the 30-day review.

What do we need to prepare?
One agreed number with its baseline, a named manager and real examples from your own customers.

Can it run across several sites?
Yes. The online format runs as three 90-minute sessions.

Training at a Glance

Five questions that show where your team's conversations stand.

Answer honestly. Wherever the answer is 'it depends', there is an opportunity.

1. **Do your people open conversations in the same way?**
   Or does the first thirty seconds depend on who picks up?

2. **Can everyone explain your value in one sentence?**
   One a customer could repeat to a colleague.

3. **What happens after the first contact?**
   Who follows up, when and with what?

4. **What does your team say after 'I need to think about it'?**
   The answer decides how many conversations end there.

5. **Do you know the one measure that shows conversations improving?**
   If not, there is nothing to measure progress against.

One Conversation. Different Result.

Four moments that happen in every business, before and after training. Illustrative wording.

Moment	Before	After
1 The opening.	Hello, I’m calling to see if you’re interested in our services.	Hello Sam, you asked about this last week. Have you got about two minutes so I can check if it is right for you?
2 The value.	We offer a full range of packages with premium packages and premium features.	It means less time chasing and more time with people who matter. Is that your priority?
3 The follow-up.	Just checking in.	I came across something that fits what you described last Thursday. Can I send it for a short call?
4 The objection.	No problem, I’ll leave it with you.	That is fair. What would you need to feel confident about this?

Begin With a Conversation

Every sale, referral and lasting customer relationship begins with a conversation. The Business Conversation Capital Blueprint™ turns that conversation into an asset your team can build, measure and rely upon.

Three things to take from this brochure

1. **Conversation is capital.**
It can be developed with intent and measured against a conversation measure from your own records.

2. **Training works when it is applied.**
Every session is built around your own products, customers and objections, reinforced by your managers and reviewed after 30 days.

3. **The first step is small.**
A 20-minute conversation is all it takes to begin.

To arrange a 20-minute conversation, please get in touch.


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www.theconversationeconomy.co.uk


07486 653437

Training builds stronger sales conversations. It does not guarantee any increase in revenue, as results depend on many factors within each business. Full terms are available on request.