



Sales Development and Enablement

Education that leads
to success

TURN EDUCATION INTO REVENUE

THROUGH SALES DEVELOPMENT AND ENGAGEMENT

Challenges & Opportunities

To stay ahead of your competition, you need to keep growing. And by that, we are not just talking about revenue. Education is critical—before you even start strategizing, yes, but more so throughout a process and into the future. Active listening and presenting solutions in a clear manner, with the data and research to back it up, is a powerful combination.

Keypoint Intelligence offers education and training that can help you achieve maximum ROI with your products and services. Ask yourself:

- Do you struggle with lead gen and prospecting?
- In today's vertical world, why are you successful in some markets but lag in others?
- How active are you with AI, consultative selling, sustainability, and on social media?

Flip the script. Here is just a sampling of our menu. Let's find the right courses together.

FORGETTING CURVE
70% of employees do not retain what they learned in training within 24 hours, making reinforcement for full education

SOURCE: Learning Guild

COURSE COMPLETION
15% of online users finish their tracks, making traditional classroom settings more purposeful than e-learning courses

SOURCE: TeachFloor.com

EDUCATIONAL VALUE
24% higher profit margins are attained by companies that invest in comprehensive and ongoing sales development

SOURCE: Forbes



WHAT YOU WANT TO ACHIEVE



Lead with Insight

Knowledge is power, that's why a deep understanding of the industry is needed to engage with clients on their level.



Sell Value, Not Just Price

Dissecting a product or service from all angles enables you to build a real story of the overall worth that it offers.



Close Deals Faster

Equipped with the right education, ask clients smarter questions to increase efficiency in conversation as well as with contract brokerage.



Build Long-Term Relationships

Your organization works hard enough just trying to win new business, so don't allow any opportunity to become a one-off.

INSIGHT SELLING FOR **GROWTH**

Regardless of the type of organization you work for, Keypoint Intelligence has a customized sales development and/or enablement track for you. While we have offerings for each of the three audiences, we can always customize courses depending on your needs and what you want to achieve.



Our multiday track focused on production print equips you with the mindset, insight, and tools to lead conversations that create demand, differentiate your solutions, and increase close rates.



Designed for people who sell print and IT, these dynamic sessions enable you to deliver greater value, grow market share, and, most importantly, help your organization reach higher heights.



Empower your team, differentiate your business, and drive revenue with practical, results-driven sessions for PSPs looking to modernize operations and deliver more value to customers.

WHAT MAKES KEYPOINT INTELLIGENCE DIFFERENT?

Sales Development with Substance

01

Industry-specific expertise to build the right program poised for success

■ Market research and product testing provide real-world information

02

Our big reach with a boutique feel gives you the best of both worlds

■ The network receives memorable experiences that translate into results

03

We understand how to have real conversations that lead to results

■ Thought leadership that puts things into context and looks to the future

04

It's about education and training as well as transforming your mindset

■ Learning how to adapt to new ways of thinking is the key



WHAT SETS US APART

Customized for Every Role

Content tailored to the needs and the key point indicators of the C-suite, sales managers, frontline reps, and presales engineers.

Close Deals Others Can't

With industry knowledge and the right talk track, your smart questions will enable you to reach the heart of the matter faster.

Your Total Solution

Backed by proprietary research, our sales education can cover print and smart technology, giving you complete ecosystem coverage.



LET'S TALK!



**Find Your Next Big Thing
with Keypoint Intelligence**



LET'S TALK!

NA - GLOBAL HEADQUARTERS

80 Little Falls Road
Suite 5
Fairfield, NJ 07004
973.797.2100
info@keypointintelligence.com

NA

91 Longwater Circle
Suite 200
Norwell, MA 02061
781.616.2100
info@keypointintelligence.com

EMEA

Unit 11, The Business Centre
Molly Millars Lane
Wokingham, RG41 2QZ
United Kingdom
+44 (0) 118 977 2000
blieurope@keypointintelligence.com

APAC

Ebisu Business Tower 10F
1-19-19 Ebisu, Shibuya-ku,
Tokyo 150-0013, Japan
+81-3-4567-6222
info@keypointintelligence.jp