

A Course designed by Salespeople for Salespeople

We Help Your Business Grow &



Your People Succeed

CCaaS Sales Accelerator: Training Course

Build Expertise, Drive Results

Train to Win Launches New Sales Accelerator Course for the CCaaS Market

Train to Win, the acknowledged leader in channel sales training, already offers a comprehensive range of courses designed to enhance performance within the Telco sector.

Guided by market research and customer feedback, we've identified a growing demand for sales enablement training tailored for salespeople targeting the Contact Centre as a Service (CCaaS) marketplace.

We're therefore excited to introduce our latest programme which is designed to fill this gap called **Sales Accelerator**.

Sales Accelerator: CCaaS Sales Enablement Training

Build Awareness. Deliver Results.

This specialised training is designed for sales professionals aiming to sharpen their skills and capitalise on the growing number of CCaaS sales opportunities. Through expert-led training sessions, market insights, and hands-on practical activities, participants will gain knowledge, confidence, and techniques to succeed in this fast-evolving sector.

Why send your team on the Course? The Benefits to your business

- Take advantage of a growing demand for CCaaS solutions to increase revenues.
 - Increase margins through sales of CCaaS seats.
 - Ring-Fence your customers and lock out competition.
 - Generate extra revenues from value-add sales.
 - Open the door for complementary product sales.
 - Get the best return on investment from your sales team.
 - Demonstrate commitment to people development.
 - Secure long term customer revenue growth.
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Who Should Attend? Sales professionals seeking:

- Expansion into the CCaaS space.
- Understand buyer motivations in cloud-based contact center solution.
- Drive growth and outperform the competition.
- Develop and enhance their sales skills.

Training Objectives

By the end of the course, delegates will be able to:

- Understand the key components and value propositions of CCaaS solutions.
- Identify and qualify high-potential opportunities in the CCaaS market.
- Communicate the business benefits of CCaaS to multiple decision-makers.
- Tailor their sales approach for different customer segments.
- Confidently manage objections and navigate complex sales scenarios.
- Build winning sales strategies and presentations.

Format & Booking Options:

The training is delivered over two half-day sessions held over consecutive weeks, giving delegates time to practice and apply what they learn between sessions. The In-House onsite course can be run over one day if preferred

Course format options available:

- **In-House:** Perfect for larger sales teams looking for tailored experience delivered as both on site and remote options.
- **Public:** Ideal for individuals or smaller teams seeking to upskill and network

In addition to the above course, Train to Win also offer individual mentoring and coaching sessions with an acknowledged leader in CCaaS sales

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Key Features of training

- **Engaging Journey:** Takes participants through the history and future of CCaaS, making it relatable and captivating.
- **Jargon-Free Learning:** Simplifies technical language for easy understanding.
- **Comprehensive Product Insight:** Covers the full range of products, services, and emerging trends.
- **Practical and Customer-Focused:** Builds skills and knowledge aligned with real-world customer needs.
- **Future-Proofing:** Helps delegates from losing customers and associated revenue to competitors in the future.

Steve McSherry

TraintowinCX.com | Sales Leader & CX Specialist

Steve McSherry is a Director at **Train to Win** and a key member of the training team, bringing over three decades of experience in the Contact Centre and Customer Experience (CX) industry. Widely recognised as a CX specialist, Steve has played a pivotal role in delivering major Contact Centre projects for organisations such as The Royal Bank of Scotland, Thomas Cook, and Blue Cross, as well as supporting high-growth SMEs like Supper London and Focal Agent. Passionate about empowering teams with the knowledge and tools to deliver exceptional customer experience, Steve now combines strategic insight with hands-on training expertise to drive measurable improvements in CX performance. He also focuses on enabling others through a practical, principles-led training approach rooted in decades of real-world sales success. Driven by innovation and a passion for building meaningful client relationships, Steve is committed to shaping the next generation of high-performing CX professionals.

How to book onto the new Train to Win Sales Accelerator Course for the CCaaS Market

Call: 03330 069999

Email : info@traintowin.tv or visit our web site at www.traintowin.tv

Course Fees

- Onsite **private** company courses £ 2000 (minimum 5 delegates, maximum 10)
- Remote **private** company courses £ 200 per delegate (minimum 6 delegate maximum 8)
- Remote **public** course £ 225+ vat per delegate (maximum 10 delegates)
- Remote Individual Mentoring/Coaching £ £75 per hour (minimum 2 hour sessions)

All pricing excludes VAT and is subject to the terms and conditions of traintowincx.tv