

The logo for Outlier Business Academy is a shield-shaped emblem. It features a series of orange dots at the top, followed by the text "OUTLIER BUSINESS ACADEMY" in a bold, sans-serif font. The shield is outlined in orange and has a small orange square at the bottom right corner.

OUTLIER
BUSINESS
ACADEMY



COMPANY PROFILE

Our sales training pushes the boundaries of exceptional performance to achieve exciting high impact. We prepare your team to do exceptional work, consistently and with unwaivering passion. That is how you get 100% returns on your training investment.

www.thebusinessoutliers.com
sales@thebusinessoutliers.com



We build **OUTLIERS**:
*Exceptional people for
whom excellence is
merely a starting point
toward a destination far
beyond the
conventional definition
of achievement.*



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SOME OF OUR PAST PARTICIPANTS COME FROM

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ABOUT OUTLIER BUSINESS ACADEMY

OUTLIER BUSINESS ACADEMY is a Brockville Investments brand, (a Nigerian Pan African asset development firm with customers in natural resources, financial services & technology sectors). We are a business development institute that delivers all round business & management trainings to professionals in the corporate space. Our programs promote originality and provocative thinking.

We build OUTLIERS: Exceptional people for whom excellence is merely a starting point toward a destination far beyond the conventional definition of achievement.

We go beyond the status quo, to change the way businesses define success, by empowering teams to do remarkable work, constantly and with unwavering passion. Over the past couple of years, Outlier Academy has positioned its self as a leader in the development and implementation of capacity development programs.

Our faculty is composed of seasoned professionals and thought leaders, who leverage their broad experiences and bring industry knowledge to help organizations maximize profitability, growth opportunities, facilitate innovative service provision and translate data into strategic insights.



SOME OF OUR PAST **PARTICIPANTS** COME FROM



DEGECONEK EST. 1990

SulfPAY



AEAward
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TOTAL



Fidelity



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TAILOR MADE PROGRAMS

Our programs are full of examples pertaining to your organisation or job schedules. Before finalizing the program, curriculum or setting foot in the classroom, we will spend time with you to review the various work outputs that your organisation produces and identify ways in which these can be improved upon to better support the achievement of your business goals. This will help us create learning experiences that are real and meaningful to the participants, relevant to their day to day activities and strong alignment with your business goals.

Our classroom sessions leverage the following methodologies:

- Instructor-led discussions to create context and land key points
- 1:1 classroom coaching
- Virtual Classroom
- Group discussions to drive participant engagement
- Hands on exercise
- Videos
- Individual and Group Presentation
- Demonstrations
- Questions and Answers



COURSES

01

SALES ACCELERATOR

- a. Foundations of sales.
- b. How to find, create and convert a sale FAST.
- c. Rapidly up skill your sales people and get them confident and ahead of the game.

02

SALES MASTERY

- a. How do the top 1% of sales people work, behave and communicate?
- b. Be the most successful sales person you know.

03

SALES LEADERSHIP

Lead and manage your team to excellence.
Techniques that win business.

04

STRATEGIC BUSINESS DEVELOPMENT

Strategic sales management, complex sales process, confidently closing big deals



TRAINING SCHEDULE

	COURSE	DATES		
1.	SALES ACCELERATOR	March 17, 18	June 16, 17	Oct 13,14
2.	SALES MASTERY	April 14, 15	July 14, 15	Nov. 10, 11
3.	SALES LEADERSHIP	May 19, 20	Aug. 18, 19	Nov. 17, 18
4.	STRATEGIC BUSINESS DEVELOPMENT	June 23, 24	Sept. 15, 16	Dec. 8, 9



COURSES SYLLABUS

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SALES ACCELERATOR TAKE AWAYS



These two days of practical techniques will get your team working smarter and quickly bringing in more business. This training is great for quickly up skilling your team to hit the ground running with powerful techniques across all the essentials of finding, creating and converting a sale. It leads to expansion of skills to sharpen the tools and expand the knowledge of even the most experienced sales person. It covers how we create and build trust, how we get a sale. Participants develop listening skills which is the backbone of all communication.

The training teaches about objections and how to understand what this really means and how to convert into a sale. How to become confident, successful negotiators. The also understand service excellence, communication styles. Buying Signals. Building client relationships. How to make prospecting easy and comfortable.

Key Learning Points

- * Exploration & Selling
- * Listening
- * Objections
- * Negotiation
- * Managing Clients' Expectations

Who should Attend?

- New sales associates
- People looking to deepen their sales skills

Pricing

Our training fee per participant is One Hundred and Sixty- Nine Thousand Naira Nine Hundred. (N169,900) only.

- * **Cost is exclusive of VAT**

SALES MASTERY TAKE AWAYS

This advanced sales mastery program will help your team understand how to convince your clients, how to motivate your client to buy, how to influence how much time they take to make a decision, how to elicit your client's buying strategy, how to know what convinces them, how to develop a state of Excellence and goal achieving mindset, how to quickly build rapport in seconds even virtually.

Business development- planning, preparation, execution, how to get in the door, finding your 80/20 clients, creating meaningful connections.



KEY LEARNING POINTS

ADVANCED SALES STRATEGY

- Buying Strategy
- Motivational strategy
- Influencing strategies
- Rapport
- Communication
- Mindset
- State of Excellence
- Cold Calling
- Converting techniques

Who should Attend?

- Sales & Business development managers
- Experienced sales people who want to sharpen their skills

Pricing

Our training fee per participant is One Hundred and Sixty-Nine Thousand Naira Nine Hundred. (N169,900) only.

*** Cost is exclusive of VAT**

SALES LEADERSHIP

TAKE AWAYS

Lead and manage your team to excellence.

This program is designed for leaders who want to take ownership of their sales teams. Leaders will learn how to build strong sales teams, engender team work, motivate individuals, understand how to recruit/interview superior sales team members, they will excel in the art of delegation, running a team, territory or region. Understand how to company strategic plans works with sales plans

KEY LEARNING POINTS

ADVANCED SALES STRATEGY

- Motivating Team
- Team Work
- KPI
- Recruitment
- Managing
- Empowering others
- Strategic planning
- Delegating
- Coaching

Who should Attend?

- Leaders in business
- C suite executives (CEOs, COOs , VPs etc.)

Pricing

Our training fee per participant is One Hundred and Sixty-Nine Thousand Naira Nine Hundred. (N169,900) only.

*** Cost is exclusive of VAT**

STRATEGIC BUSINESS DEVELOPMENT

TAKE AWAYS



This two days of practical techniques will get your team to learn the principles of connecting with buyers and communicate the value of your product and services – solving challenges for the client. It is a value approach methodology that helps learners gain insights on the fundamental principles and concepts underlying winning sales performance.

FOCUS AREA AND COMPETENCIES

- * **Sales Fundamentals:** Why Sales: The sales Cycle: Products, Services, Solutions
- * **Strategic Sales management:** Sales vs Business development vs marketing
- * **Consultative selling:** The complex sales cycle and management, steps to consultative selling
- * **Account management & tools:-** Account plan, account mapping, pipeline reporting for sales excellence
- * **Key account Management (KAM):-** Year-on-year revenue Assurance, Increased share of Account, Joint Ventures and alliances

Key Learning Points

- Self-confidence to take on seemingly difficult Sales situations.
- Ownership of sales contribution to organizational growth via closed sales/deals.
- Understanding of the “Big Picture” from the company`s perspective.
- How to Undertake Complex Sales opportunity with a focus on winning the Big Deals.
- How to close deals with minimal support
- How to leverage Consultative Selling skills to adequately create/manage leads to Solution selling and deal closure

Who should Attend?

1. Business development teams
2. Teams involve in complex and corporate sales
3. Business Leaders, Sales leaders, sales executives

Pricing

Our training fee per participant is One Hundred and Sixty-Nine Thousand Naira Nine Hundred. (N169,900) only.

* **Cost is exclusive of VAT**

ABOUT PRICING

COURSE FEE

All our programs cost One Hundred and Sixty-Nine thousand Nine hundred Naira (N169,900) only per participant.

ACCOUNT DETAILS

ACCOUNT NAME	BROCKVILLE INVESTMENTS LIMITED
ACCOUNT NUMBER	0 2 6 7 4 7 6 0 4 9
BANK	GUARANTY TRUST BANK

ASSUMPTIONS

- * All trainings are two-day modules
- * Training's tailor-made to fit client's business industry need
- * Training cost above only cover training fees exclusive of VAT
- * Training cost does not include Training venue, feeding or other logistics
- * Outlier academy's training hub (outlier hub) is made available for training programs at a fee.
- * The program structure & pricing is designed for a minimum of 20 participants.





LEAD FACULTY

OLAWUNMI OLATUNJI
MSC, CGIA

Olawunmi Olatunji is the lead Facilitator at Outlier Academy, Founder at Business Outliers, a Brockville Investments company where she is the Chief Executive Analyst.

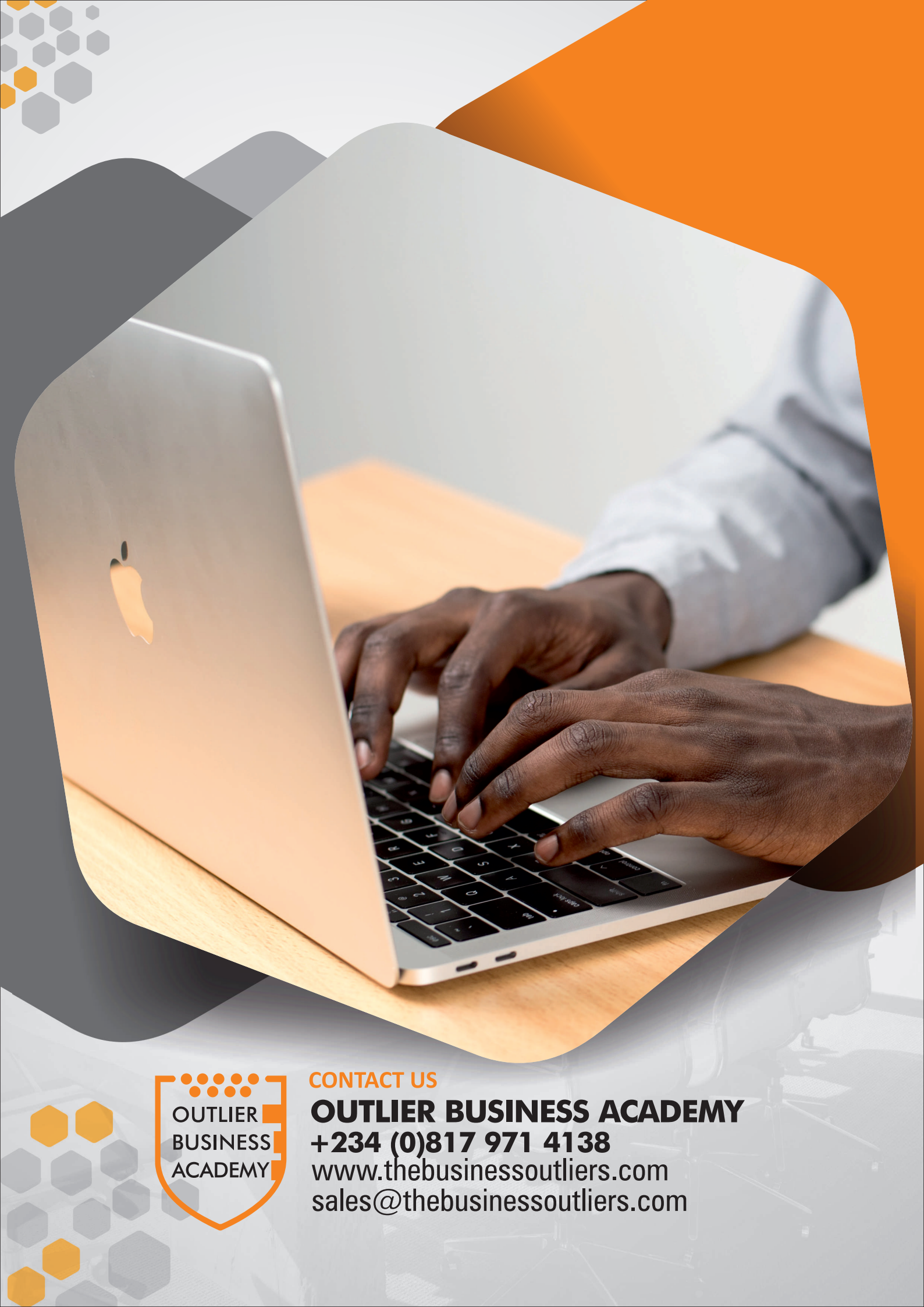
She is a leading sale, business growth & investment strategy professional in Nigeria, with Over the past 15 years cross-industry professional experience. Olawunmi has worked in business development, finance, energy economics & asset management.

Olawunmi understands sales, strategy and commercial development. Based on her experience at Guaranty Trust Bank Plc, First Bank of Nigeria Plc, and Degeconek Nigeria Limited (Upstream Oil, Gas Asset management).

She has successfully advised billions of investment projects across the value chains of oil, gas & energy. These include various upstream oil and gas field development projects, marginal oil field technical and economic analysis for investment, divestiture, and project finance purposes.

She is an author of several white papers in the area of business growth strategy, with strong industry perspective in the energy & natural resource, financial service and technology sectors. Olawunmi a multi-award winning start-up coach for the million-dollar African Entrepreneurship Awards, helping start-up business owners define their business strategy & hone their brand voice. She is a chartered global investment analyst with the Chartered global investment analyst network (CGIA).

She holds a masters degree in petroleum geology with resource economics and a certification from corporate finance institute, Vancouver Canada as well as the Kaufmans Fellows Academy, Austin USA.



CONTACT US

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