

# JONATHAN LONDON'S Improved Performance Group

CORPORATE BACKGROUNDER

Jonathan London founded Improved Performance Group (IPG) in 1994 after nearly two decades as a worldwide leader in technology sales. Since then, IPG has provided sales and leadership training and pre- and post-sales support, training and development to more than 16,000 people in 23 countries. From our headquarters in Montvale, New Jersey, the IPG team crafts customized programs to deliver practical, relevant training and measurable sales improvements. We offer special expertise in sales training for technology clients.

## ■ The IPG Difference

There are thousands of sales training companies in the U.S. alone. What sets IPG apart? We think it is because we focus on the real world issues instead of "by the book" or formulaic training. Led by a team of sales experts with prior careers as top salespeople and sales managers, we:

- Get to know your company first, and really understand its strengths, weaknesses and sales obstacles
- Develop training programs that are customized to your company to accentuate your strengths and overcome your challenges
- Teach your people how to immediately apply new skills and ideas to their actual job so your R.O.I. is immediate and long lasting
- Provide intense reinforcement after the training to make sure you are getting the results you want

## ■ Programs and Services

IPG offers sales training, leadership training and coaching programs to improve job performance for everyone from senior sales executives to entry level staff. From one-on-one consultations to group sessions for as many as 2,500 people, IPG provides targeted training that is focused on fast, long-term results with an immediate ROI. Approximately 75% of each training session is devoted to practice using real life scenarios and tools.

Programs are delivered by the experts that created them. Prior to joining IPG, every member of our team was a top salesperson or sales leader, and many continue to be sought-after guest speakers at worldwide product introductions and sales rallies. Our experts pull from their experience to deliver relevant and practical programs that work.

## Sample Programs

- Foundational Sales Training
- Selling Strategically
- Channel Management
- Telephone Selling
- Reaching the C-Level
- Solution Selling
- Selling Services
- Prospecting and Pipeline Enrichment
- Sales Leadership and Coaching

*"My team ranks our three-day training investment in the top-most echelon of all our combined training experiences. I would highly recommend this course for all managers concerned with motivating their employees to achieve an organization's goals, while feeling part of a winning team."*

**VP Sales, Polycom**

## ■ Program Design

- Delivered in the classroom, online, via web conference, or a combination of all three
- 1-5 days over a 12 month period, depending upon class size and skills required
- Focused on practical application rather than thick, theoretical manuals
- Integrated into your CRM if desired
- Followed up by intensive reinforcement through webinars, email forums, website resources, one-on-one coaching and more

## ■ Our 5-Step Process

Our 5-step sales training process is the key to our success:

1. **Research & Gap Analysis:** IPG spends time listening, researching and interviewing to thoroughly understand what is – and what is not – working in your company's sales process.
2. **Program Development:** Armed with an insider's knowledge of your company, we create customized programs to achieve your specific objectives.
3. **Delivery:** Proven sales and management experts with experience in your industry deliver the IPG training programs. IPG tailors the format and delivery methods to your needs.
4. **Reinforcement & Measurement:** IPG makes sure that skills are retained and incorporated in daily activities through webinars, email forums, website resources, one-on-one coaching and more.
5. **Continuous Improvement:** IPG works with you to constantly adapt your company's training programs to meet your changing environment, and/or most pressing needs.

## ■ Industry Focus

Jonathan London and other members of the IPG team came to prominence as sales leaders in the technology industry and we have maintained our focus in this area. IPG specializes in sales and leadership training for companies in:

- High tech (including UC)
- Online digital marketing
- Managed hosting

Past clients have included Microsoft, HP, Cisco Systems, WebEx, Rackspace Hosting and more. In the digital online marketing arena we have worked with Advertising.com, Tribal Fusion, AOL, Millennial Media, Adify (division of Cox), Classmates.com and many other enterprises.

Jonathan London's Improved Performance Group  
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*"Your Selling Strategically program and supporting skills modules gave us a structure, discipline and approach to working and strategizing deals we never had before. In addition, your follow up and support with the individual teams, including our Business Consultants gave our people a cohesiveness that was necessary."*

**Lawson Software, VP Sales**

*"The most organized and best program at covering what you need to know to make you dangerous."*

**Rackspace National Account Sales Manager**

*"I was overwhelmed with positive feedback, and more importantly, we saw after 3 months an immediate increase in sales and an improved relationship with our partners as a result of your team's value."*

**Sales Director, Cisco**

We offer a variety of payment options, including retainer agreements. Contact us for details.