



INTERNATIONAL SALES  
TRAINING INSTITUTE



Ignite | Support | Triumph | Impact



# CORPORATE PROFILE

[www.istiglobal.com](http://www.istiglobal.com)



# IGNITE

## Who are we?

International Sales Training Institute (ISTI) is a leading and experienced training consultancy firm with many years in professional practice.

## Our Accreditations.

NITA Registered.

PTAK Certified Consultants.

## What do we do?

We train and equip with the right skills, an organization's human capital, through capacity development.

ISTI empowers and inspires career professionals to enhance talent performance and productivity.

## How we do it.

Through a thorough research on our client's business processes, we are able to establish in training need analysis (TNA), the actual area of work that needs improvement, tailor- make and administer the relevant training module.

# SUPPORT

SUPPORT

## Our Products;



### **ONLINE and BLENDED LEARNING –**

Both in-house and open workshops can now be conducted online for a blended learning experience.

### **IN-HOUSE AND OPEN WORKSHOPS -**

Different organizations may experience common challenges within their teams e.g. the sales teams may not be prospecting well or lack strong sales closing techniques. We offer our clients in this category, an opportunity to propose and avail a few of their staff to benefit from this program. It is a common session for selected staff from different organizations.

**IN-HOUSE TRAINING -** This is specific to an organization's actual training need. It is exclusive. It aims to bring together the different departmental

functions on a common training platform to create team teamwork, synergy and forum to share work related information, challenges and possible solutions.

### **SALES STRATEGY PLANNING**

**WORKSHOPS –** We help you measure critical Sales Parameters for deliberate focus areas that will give you improved business performance.

**MYSTERY SHOPPING –** This baseline activity helps to identify potential service gaps in the business and then turning them into operational efficiency.

**EXECUTIVE COACHING-** We provide flexible sessions for Individuals and Groups needs



# Our Training Methodology

Our 4-phase approach in Training (Training needs analysis, Content development, Staff Training & Reinforcement)



ASSESSMENT



CONTENT DEVELOPMENT



TRAINING



FOLLOW UP

The aim is for our clients to achieve permanent, measurable performance with a positive impact on business outcomes. This approach focuses on the specific areas of Business Development and CRM Skills training needs as identified by your team.

**1. Assessment:** The objective here is to factually establish on the ground the strengths and gaps that different team members may possess at the time.

**2. Content Development:** We then design and develop

content that is custom-made for your team, relevant to your environment and user friendly.

**3. Staff Training Engagement:** The training transfer methods used include – Online sessions, Interactive Lectures, Real Life Case Studies, Experiential Learning, Group discussions and Role Plays.

**4. Follow up:** To ensure a hands-on support of the team, the backstopping exercise will be conducted after 3 months following the training sessions to establish implementation of skills learnt.



After the training, we shall embark on the hard and more important phase of transformation in performance and behaviour change. Running a post-test that will be administered 3 to 6 months after the training



# TRIUMPH

Our happy customers come from various industries (SERVICE SECTOR, MEDIA, MANUFACTURING, BANKING, TRANSPORT & LOGISTICS, PHARMACEUTICALS, REAL ESTATE, OIL & GAS AND AGRICULTURE).

## Service Sector

Kenya Airways  
 UAP Old Mutual  
 Safaricom  
 Airtel  
 KK Security  
 G4S  
 Britam  
 Sameer Africa  
 Disney  
 Multichoice  
 Copy Cat Ltd  
 Magnate Ventures  
 Cube Movers  
 Eclof Kenya  
 Simba Technologies Ltd  
 Parapet Cleaning Services  
 DKT  
 Creative VMLY&R  
 Marketing Africa  
 Amiran Communications  
 Broadband Communication Network  
 Brand Track  
 Brand Associates  
 Adcare  
 Fee Plan  
 Ideas Unlimited  
 Nairobi Institute of Technology  
 MM Mobile Ltd  
 Tanelec  
 Express Travel Group  
 Tifa Research  
 MyCredit  
 Ronalds & Associates  
 Adrian Kenya Ltd  
 Proshade  
 Antarc  
 Hyperteck Electrical Services



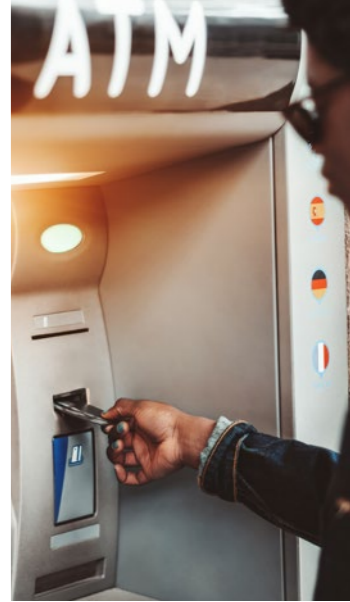
## Real Estate

Knight Frank  
 Cytonn Investment  
 Username Investment Ltd  
 Migaa Golf Estate  
 Home Africa



## Banking

KCB Bank  
 Equity Bank  
 Eco Bank  
 Faulu Bank Ltd  
 Jamii Bora Bank  
 Amana Capital Ltd  
 Kenya Bankers  
 Sidian Bank  
 Longitude Finance Bank  
 CRDB TZ



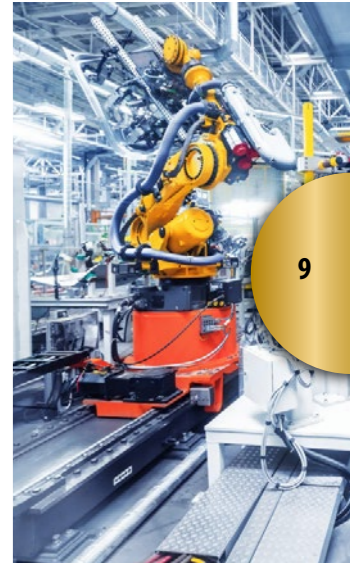
## Media

Nation Media Group  
 Radio Africa Group  
 Parents Magazine  
 Ryde TV  
 Spotlight Publishers EA Ltd  
 Real People



## Manufacturing

Tropical Heat  
 Chandaria Industries  
 MRM  
 Crown Paints Kenya  
 Sadolin Paints (EA) Ltd  
 Toyota Tshusho  
 Interconsumer Products Ltd  
 Frigoglass  
 Manuchar  
 Alpha Grain Millers  
 Movit



## Hospitality

Hilton Hotel  
 The Boma Hotel  
 Eka Hotel  
 All Africa Conference of Churches



## Transport & Logistics

TNL Kenya



## Oil & Gas

Gulf Energy





# IMPACT



## CASE STUDY

**[Developing and designing a High Impact selling curriculum for one of the Banking institution]**

### **Our Client**

This leading player in the banking industry has made in-roads in the Kenyan market and operates with numerous branches across the Country. In response to the recent transition from an institution that was involved in deposit taking into a fully fledged Banking institution, our client needed to instill a selling culture to staff internally. The client's training objective was to ensure that their Managers and staff are equipped with high impact selling skills in order to tackle new business challenges.

### **Delivery by ISTI**

Following a rigorous pre-training assessment, we administered a comprehensive questionnaire as well as conducted interviews with [HOD's – Human Capital, Business development Managers, Marketing Manager and Retail Banking]. This process focused on Sales gaps and secondarily Customer care hence identifying training needs that informed the curriculum development.

Results showed that building a Curriculum would present a better way of knowledge transfer for the client. ISTI embarked together with client to put together a custom-made sales Curriculum; it included

sales technical skills, Real Life Case Studies, Experiential Learning, Group discussions, Exercises, Role Plays, product knowledge, relevant references and corporate scenarios.

Six modules have been designed and staff empowered with the same, the training was conducted in-house with every department being trained via a mentor with ISTI overseeing the delivery process.

### **Achievements made**

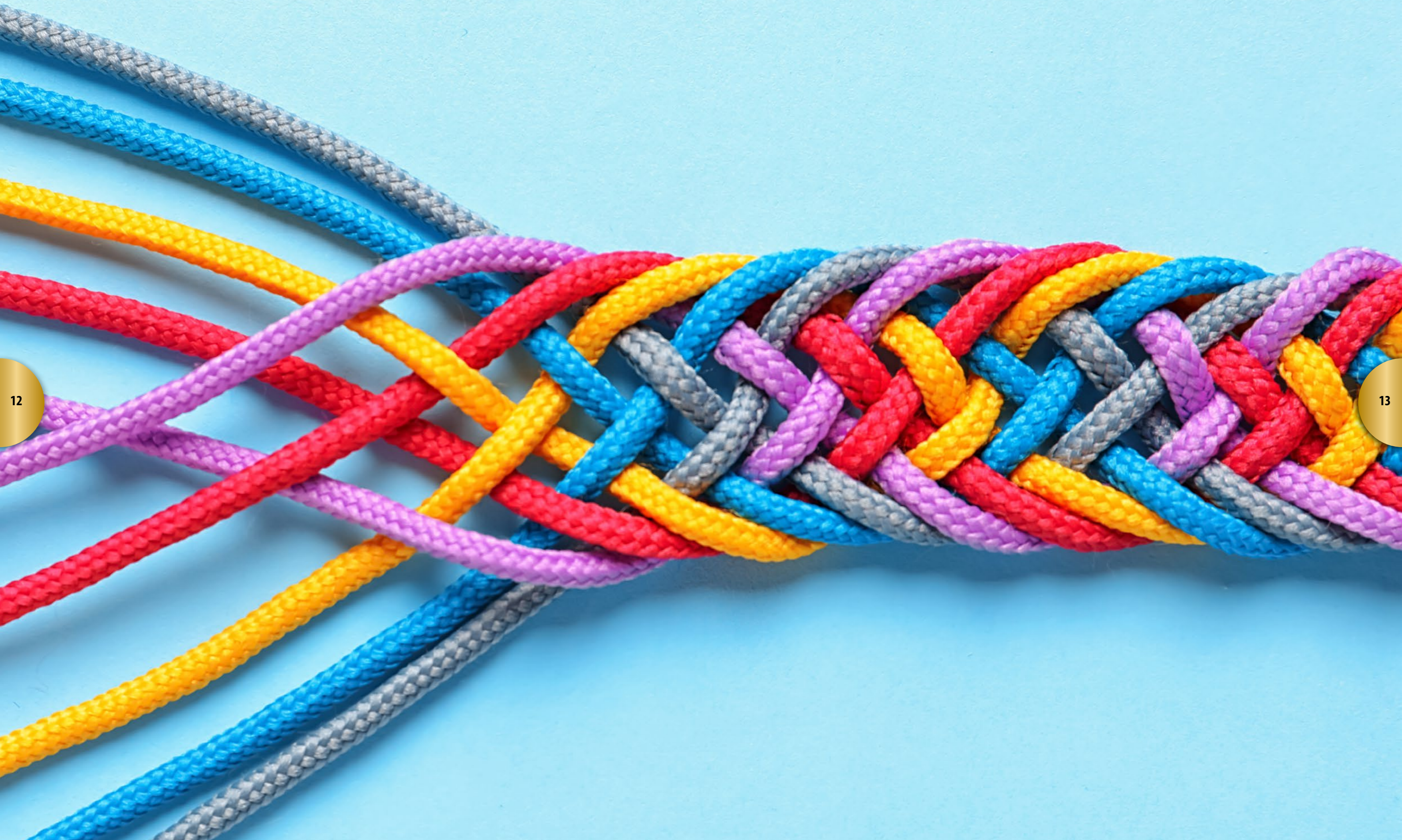
Every module run has been highly rated by the participants and their Managers. They appreciate the training and have embraced it while yielding superior selling results. This intervention made client realize a formidable loan book.

### **Way forward**

The whole training program has created an excellent working partnership for both parties and client is reaping value for the investment made. We later developed another curriculum that addressed Customer Excellence to improve service following the huge influx of customers after the Sales Training.

Currently, we are involved in a Customer Experience curriculum that seeks to improve the customer's journey for operational efficiency.

# Your path to Honing your Staff Capacity skills





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### **WHERE TO FIND US?**

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