Sales Trainer

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| **Budget:** | N/A | **Function:**  | Growth |
| **Line Manager:** | Head of Sales Excellence & Support | **Direct Reports:**  | 0 |
| **Our Vision** |
| Simplyhealth is a 150-year-old business with an amazing heritage and history of changing healthcare in the UK. It is continually modernising, as reflected by our B-Corp status; something that is very important to our customers and to our people.With an ever-increasing strain on the NHS, and a cost-of-living crisis, the products that Simplyhealth offer are needed more than ever before. But Simplyhealth have bigger ambitions than that. We want to improve access to healthcare for everyone in the UK – we are not just about the wealthy who can afford to go privately, we want to democratise healthcare in terms of cost but also accessibility to ensure that as many people as possible, can access the healthcare they need. Specifically, we want to improve access to healthcare for all in the UK to: lead your best life, prevent you from getting a disease you’re at risk of, access the best in care (digital where possible, physical where necessary), and manage your long-term condition.To achieve this, we are embarking on a radical transformation to deliver this ambitious goal. With a trusted brand and a strong heritage in healthcare, we think we are uniquely placed to help change the landscape of healthcare in the UK. |
| **Your Role** |
| The Sales Trainer ensure sales professionals are trained and have the right skills and behaviours to execute strategic sales initiatives, ensuring alignment across both Healthplan and Denplan business units. This position is responsible for identifying, developing, and delivering tailored training programs that empower the sales team to achieve excellence in performance. The role will focus on accelerating sales results by enhancing product knowledge, refining sales processes, improving sales efficiency, and ensuring consistent messaging across all sales channels. This individual will work closely with senior leadership, product and marketing teams to create an environment where sales teams are continuously equipped with the tools and training needed to maximise their potential, drive business growth and represent our brand in a professional manner. |
| **Your Responsibilities & Accountabilities:** |
| **Strategic Sales Alignment & Execution:*** Refine, develop and execute the sales and client engagement strategies ensuring alignment between company objectives and sales initiatives that enhance retention, conversion, and cross-sell opportunities, while shortening the sales cycle.
* Ensure the sales training and performance strategy is continually evolving based on data-driven insights, market trends, and competitive landscape.

**Sales Training Program Development:*** Lead the design and delivery of customised, business-specific training programs across Healthplan and Denplan, addressing distinct sales cycles, customer personas, and market requirements. Maximising E-learning as a solution
* Develop and execute comprehensive onboarding programs as part of a Sales Academy, including Induction for new sales hires and capability training ensuring a rapid transition to full productivity with deep product knowledge, system familiarity, and effective sales techniques.
* Establish and manage continuous learning initiatives to keep the sales team up to date with evolving product offerings, industry trends, and innovative sales methodologies.

**Sales Process Optimisation:*** Continuously review and refine the sales process to identify and eliminate inefficiencies, ensuring the sales team works with maximum effectiveness and productivity.
* Create, maintain and embed comprehensive sales playbooks that outline best practices, strategies, and detailed sales processes to standardise and streamline our sales approach.
* Introduce and implement performance metrics and KPIs to measure the success and adoption of new sales processes, with an emphasis on improving conversion rates, reducing the sales cycle, and increasing value per sale.

**Sales Tools and Resource Management:*** Oversee the creation and maintenance of a repository of sales resources, including pitch decks, objection handling scripts, customer success stories, and case studies.
* Ensure the sales team is fully equipped and trained to use all sales tools, including CRM systems and any other enabling technologies, to maximize productivity and effectiveness.
* Drive the adoption of sales and systems (e.g., Salesforce), ensuring best practices are followed and consistency is maintained in how sales data is captured and used to inform decision-making.
* Partner with Product Marketing to ensure alignment in messaging, sales materials, and training content, ensuring consistent communication of the company’s value proposition across all customer touchpoints.

**Alternative Distribution/Partnerships Sales Enablement:*** Lead the development and delivery of training materials and content tailored for external sales partners and distributors to ensure alignment with the company’s sales strategy.
* Ensure the Alternative Distribution model is fully optimised by providing sales partners with the resources, training, and support they need to succeed in promoting the company’s products and services.

**Impact Measurement and Reporting:*** Establish clear KPIs and reporting frameworks to evaluate the impact of training and sales enablement programs on key business outcomes, including retention, conversion, sales cycle efficiency, and overall sales value.
* Provide regular feedback and actionable insights to the executive team regarding the effectiveness of sales enablement initiatives, adjusting strategies as necessary to drive better results.

**Success Indicators:*** Improved retention and conversion rates, contributing directly to revenue growth.
* Reduced sales cycle times through increased efficiency and better-prepared sales teams.
* Increased sales value, driven by more effective cross-sell opportunities and higher conversion rates.
* Enhanced sales team productivity and consistency through the successful implementation and adoption of sales playbooks and training resources.
* Continuous improvement in the adoption of sales tools, CRM best practices, and new product offerings.
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| **Key Connections:**  |
| 1. Director of Sales and Marketing
2. Heads of Sales
3. Marketing
4. Product teams
5. Service Business Readiness team
6. Learning & Development Team
7. HR
8. External Training providers
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| **Key Experience:** |
| * Proven experience in sales enablement, sales training, or sales leadership, with a strong background in B2B sales environments.
* Expertise in developing and delivering training programs, particularly in complex, multi-line business models.
* Deep understanding of sales processes, sales methodologies, and tools such as Salesforce and sales automation platforms.
* Strong strategic thinking with a data-driven approach to optimising sales performance.
* Excellent communication and interpersonal skills, with the ability to engage and influence stakeholders at all levels of the organisation.
* Ability to collaborate effectively with cross-functional teams, including product marketing, sales leadership, and external partners.
* Demonstrated success in measuring and driving sales performance through effective enablement programs.
* Sales assessment experience in conducting Training Needs Analysis, Sales Psychometrics to assess capability and ideally behaviour change experience
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| **Our Values** |
| Health and access to healthcare have never been more important. With this comes endless exciting possibilities for innovation and growth. The market is evolving quickly, so we need to ensure our customers have access to the leading-edge health solutions they expect and deserve, now and for generations to come. **We’re living in extraordinary times…**By reinventing ourselves, we will reach more customers, giving them increased access to affordable healthcare and unlocking our growth potential. This next chapter is about transformational change for us.**This is our time to survive, drive and thrive…**This is our chance to get ahead and stay ahead. We will ensure our commercial success by moving into new areas of healthcare, and leading with preventative, breakthrough solutions. We will use innovative digital tools, embracing technology to create new partnerships and opportunities. We are passionate about helping every generation lead better lives and get the care they need in real time. To make this a reality, we need to challenge our ways of working, whilst keeping the customer at the heart of everything we do. To *really* make a difference, it’ll take every single one of us across Simplyhealth to step up. **Our cultural movement...**To act with **courage and curiosity**, so we can unlock the opportunities to help customers, colleagues and communities. To operate with **trust and kindness**, working alongside customers, delivering what they need to live their best lives, as well as supporting colleagues as they strive to be their best. Spotlight our passion for **All together healthier**, focusing on self-care and nurturing relationships. We must ensure we are a strong team - one that’s able to build healthier lives for all. We each have an important role to play in this next chapter. Everyone has the freedom to innovate and make a difference for our customers. We need to act at pace and take on newer, braver, creative approaches. We shouldn’t be afraid to fail fast and learn quickly. By being curious and continually pushing ourselves and each other, we will find new and better ways. |
| **Our Behaviours** |
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| Courage and Curiosity | Trust and Kindness | All Together Healthier |
| ***So we deliver profits for a purpose*** | ***Because our customers, colleagues and communities are at the heart of what we do*** | ***Enabling better health outcomes together*** |
| * We make bold decisions and take considered risks, with customer and commerciality front of mind.
* We make things happen and keep things simple.
* We always take the initiative and hold ourselves accountable for the delivery of great results.
* We ask questions and listen intently as every viewpoint and capability counts, and we have the courage to be honest and say what we think.
 | * We invest in relationships to build trust and rapport.
* We listen carefully always trying to find ways to add value.
* We treat each other with care, compassion and kindness, celebrating and embracing differences.
* We strive to make a difference in society, unlocking opportunities for those in need.
 | * We help every generation take control of their health.
* We start with self-care so we can show up at our best, every day.
* We are full of energy and pride in what we do. We focus on self-development to learn and grow, so we can stay up to date and add value.
* We innovate and collaborate on our best ideas. Together, we can drive the changes that are needed to help our business grow, and help our customers live their best lives.
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| * **We have a ‘smart working’ policy with flexible remote working. However, there may be a requirement to attend meetings at our Hampshire head office in line with government guidelines.**
* Some UK travel & overnight stays.
* Reasonable role and task flexibility expected given the seniority of the role.
* May be required to lead other business activities or projects in other parts of the Simplyhealth Group.
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