**Welcome to the Inside Sales Development Program 2021!**

The purpose of this program is make you into a more successful inside sales person, which will make NCAB Group even more successful.   
During the program, you will develop your inside sales skills in all areas – from sales basics, to successful quoting, to developing business, and beyond.   
You will also ge to know colleagues from all around the world, share experiences with each other, and support one another, to together become the best inside sales people in the industry!

Our motto is “*Not just learning, but****doing***”. This means that you will learn the theories and models by yourself *before* each clinic (mainly via NCAB Academy), so that we can focus on discussing, sharing expereinces, practicing and testing new skills when we meet during the monthly clinics.  
That is why you have to be prepared to invest time and effort both on as well as between the monthly clinics.

Your outcome of this course is largely dependent on **you, your Learning Mindset** and **your engagement** as participant.   
The more you invest in this program – by doing the self-studies, being active in the Clinics, and supporting your colleagues – the better you will become.

The program is structured like this:

* **12x Online Clinics** via WebEx à 2 hours
* **13x individual self-studies** (NCAB Academy courses, exercises, surveys or submissions) between Clinics
* **1x Workshop**"Offline" à 2 days (location TBA (in Europe))

There will also be 2 separate classes:

**Class A:** 09.00 - 11.00 CET (Europe + Asia)   
**Class B:** 16.00 - 18.00 CET (Europe + USA)

Who can attend this program?  
This program suits you who is **rather new (0-2 years have priority) within inside sales** (Customer Support/ Customer Service/ Account Manager, etc) in NCAB Group.   
Your spoken English is probably OK, to be able to fully participate in the clinics.   
If you have already worked a few years, and are committed to all modules, you are also very welcome to join.

When joining this course, you commit to:

* Taking **Full Responsibility** of your development
* Attending and being a **prepared** and **active participant** in the Online Clinics and the breakout-rooms during the whole program
* Being a **supportive class mate** to your colleagues
* Investing time and effort in the **self-studies**
* Attending the **Workshop** (minimum attendance 10 of 12 Clinics to join)

The dates of the clinics are (changes may apply):

Clinic 1: October 27 - Start - Sales basics  
Clinic 2: November 10 - Our USPs  
Clinic 3: November 24 - Objection handling  
Clinic 4: December 8 - 3Ps & Time management  
Clinic 5: January 12 - Negotiation  
Clinic 6: February 9 - How to pick the right factory  
Clinic 7: March 2 - Validating RFQs & SPIN  
Clinic 8: March 23 - Quoting & Gross Margin  
Clinic 9: April 13 - Quote follow-up  
Clinic 10: May 4 - Strategic business intelligence  
Clinic 11: May 25 - Complaint handling  
WORKSHOP: June 14-15   
Clinic 12: July 6 - Follow-up and going forward

More information will come closer to date.

**Welcome to the Inside Sales Development Program 2021 – we look forward to your registration!**

Best regards,

Michael Larsson, VP Sales NCAB Group   
Frida Rudolfsson, Learning & Development Specialist NCAB Group   
Celine Nuttall, Integrations Specialist NCAB Group