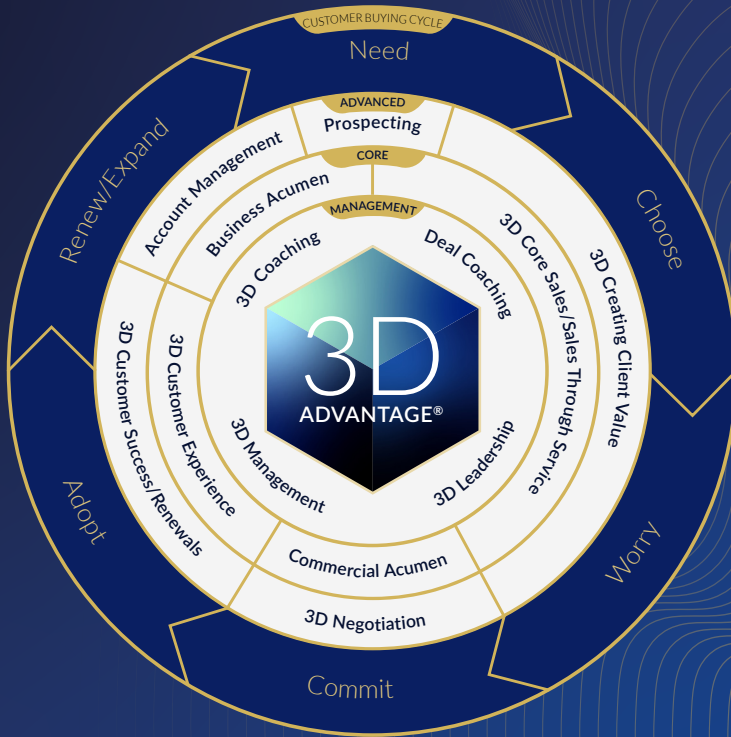





## The 3D Advantage®

Achieve Genuine Competitive Advantage  
in Sales and Customer Experience





“Imparta surpasses all of my expectations of what a learning provider is, because they simply are more than that. Imparta puts your company’s needs first and foremost.

*L&D Director, Antalis*

# At Imparta, our mission is to disrupt a training industry that promises results, but all too often just delivers events.

Imparta's 3D Advantage® methodology is based on more than 20 years of research and experience with leading global organizations. It powers a complete, modular, award-winning curriculum that covers the entire customer Buying Cycle from initial need to renewal, and every role from early tenure to Chief Revenue Officer across a wide range of industries.

Whether you need to plug a gap in your existing training, provide self-paced learning, or build an entire Sales, CX, or Leadership Academy, we offer full support for virtual and in-person training, eLearning, and JIT learning, plus deal coaching and proven tools to make the improved performance stick.

**Richard Barkey**  
**Founder & CEO**



# Have you invested in a sales methodology, sales training, and reinforcement but still struggled with adoption and impact?

## YOU'RE NOT ALONE.

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We've all seen sales methodologies that sound good but are hard to apply in practice. Training that transfers knowledge, but doesn't build skill. eLearning that doesn't get used. Managers who don't coach. And salespeople who revert to old behaviors.

Imparta has been working at the leading edge of sales methodology, sales training, and impact for over 20 years.

Our proven, research-based methodologies reflect a deep understanding of selling, strategy, and human behavior, and our ability to contextualize training and deliver a robust change process is second to none.

Join the many leading organizations around the world who have worked with Imparta to supercharge their go-to-market strategies.

“In the market as a whole, training budgets increased by an average of 15%, but there was little correlation to ROI.

*ATD*

“Imparta's methodology has helped increase market share in our sector by 30%, a \$200m increase in sales.

*District Manager, Intel*





**\$1m** saved in 3 years

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**\$40m** new business from \$250k spend

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**Telefónica**

**\$530m** incremental revenue attributed

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**80%** increase in deal size in half of cases

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**45.8%** increase in pitch-to-conversation

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**BARCLAYS**

**40%** improved quote to sales conversion

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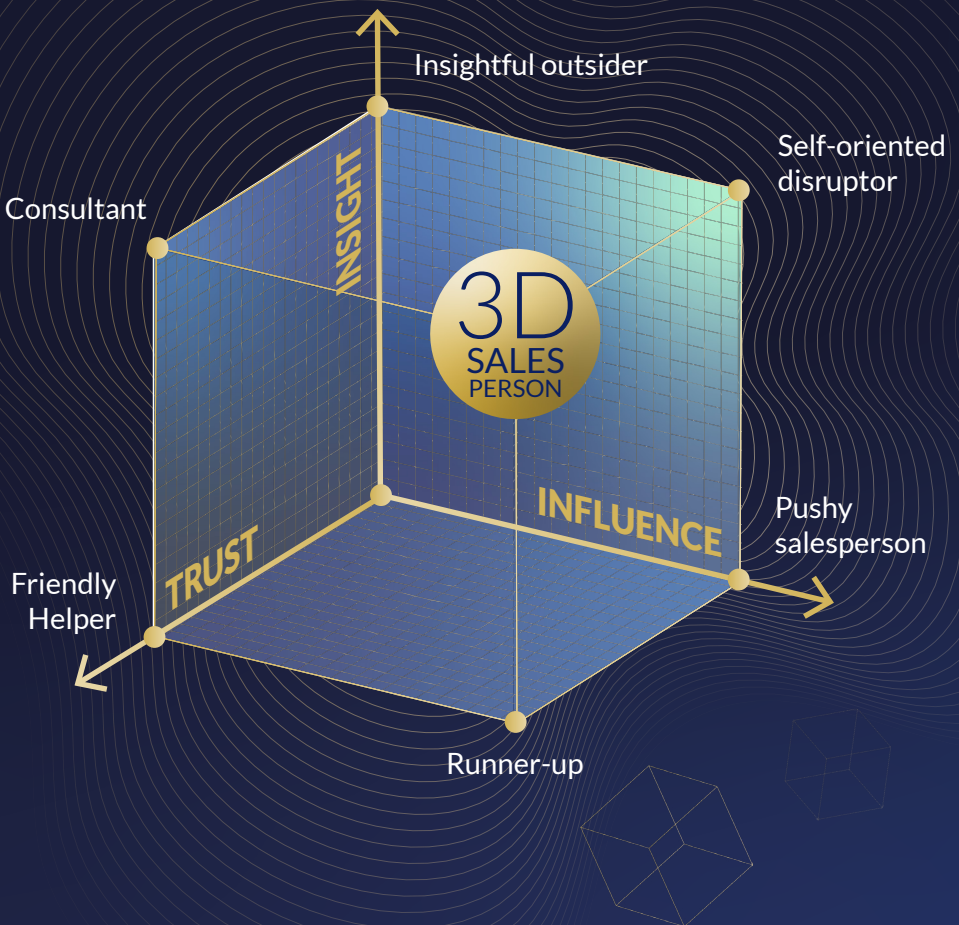


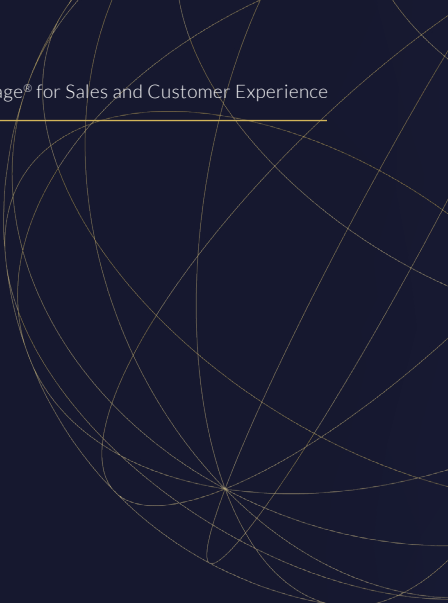
**bp**

**15%** increase in sales after three months

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# A definitive methodology





The sales training industry is all about the next big idea. But 25 years of research have revealed three fundamental dimensions of selling that never go out of fashion:

## INSIGHT, INFLUENCE, AND TRUST

**Insight** is the degree to which salespeople create value through disruptive, specific insights into a customer's needs, solutions, and decision process.

**Influence** is how well salespeople achieve desired outcomes within the account, through the ethical use of behavioral science, psychology, and strategy.

**Trust** is the extent to which salespeople demonstrate their value to a customer, and their focus on the customer's success, in order to gain access to conversations where they can deliver insight and influence.

These three dimensions underpin every skill in Imparta's agile, customer-centric sales methodology. The result? Growth in revenue, profit, and cashflow.

# A complete, modular curriculum

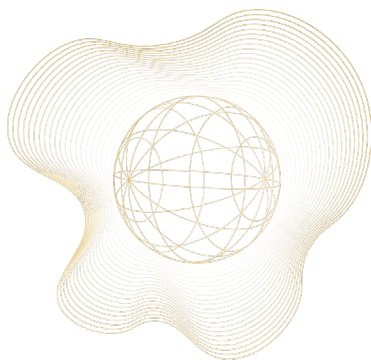
Imparta offers an award-winning 3D Advantage Sales Curriculum. A practical, comprehensive methodology covering the entire customer Buying Cycle, and includes courses at Core, Advanced, and Manager levels. There are over 100 modules, each available in virtual, trainer-led, and eLearning formats, along with reinforcement and application tools.

# 3D Sales Curriculum



# Agile team development through a subscription model





# TaaS

Procuring new courses as you need them slows you down, increases costs, and creates a patchwork of methodologies across your team.

## **TRAINING AS A SERVICE™ (TaaS) GIVES YOU ON-DEMAND ACCESS TO THE FULL CURRICULUM.**

An annual fee per user gives you access to the whole curriculum, as needed, for around the cost of a single course each year. Even trainer days can be bought on subscription, allowing you to budget ahead and respond quickly as your markets change.

# The tools to make change stick

Even a world-class sales methodology won't help if the new skills don't stick.

We give you the tools and support you need to build the capabilities of your front-line teams in five essential ways: Courses, Campaigns, Competencies, Context, and Curiosity. L&D teams and even individual users can create their own playlists with over 1,000 micro-learning assets.

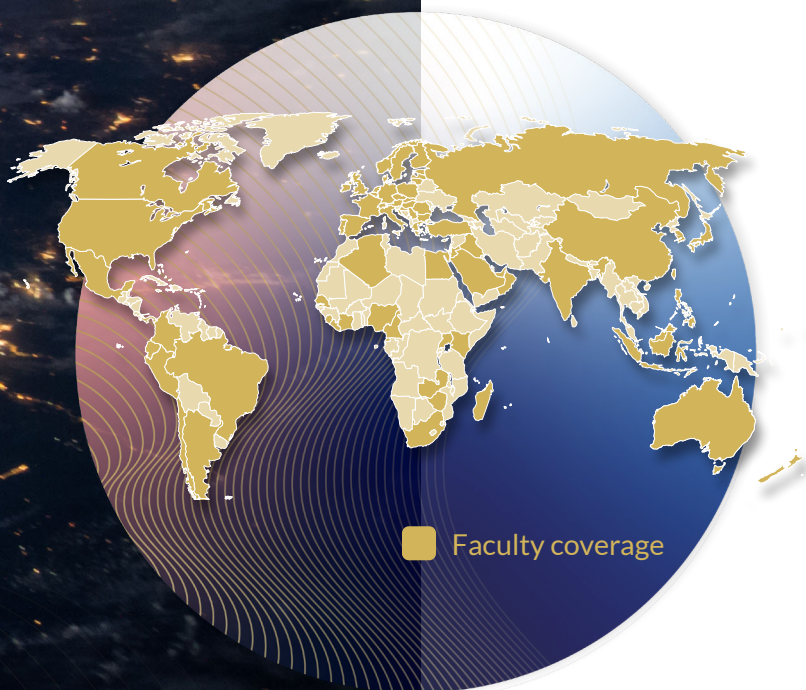


# Delivered globally, with local context

Imparta has more than 100 facilitators delivering in 60 countries, and an organization designed to manage local change within a global framework.



We work with companies across the globe, drawing on over 100 facilitators around the world and our in-house translation team. Whether working in-person, virtually, or through eLearning, or training your own trainers, we have the people and processes to power a consistent, central approach, while delivering change locally.



# Our platform, or yours

Imparta's **i-Coach®** platform is an award-winning LMS/LXP that powers front-line capability building. It also integrates natively into Salesforce, providing you with application tools and learning in the flow of work. Or you can deploy the entire **3D Advantage® Curriculum** using your own platform.





# Contact us

To find out more, please visit [www.imparta.com](http://www.imparta.com) or email [info@imparta.com](mailto:info@imparta.com) to contact us directly.

## **Imparta North America**

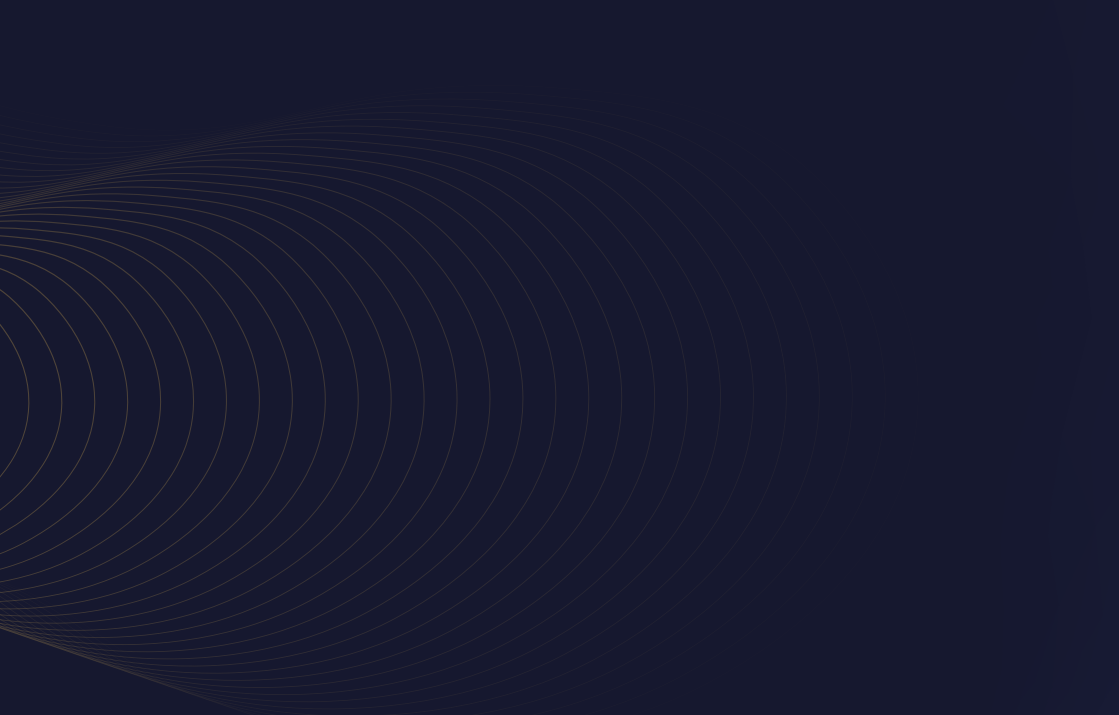
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