



People
Development
Specialists

THE BLT SALES ACADEMY

**A 12 MONTH CPD PROGRAMME FOR
SALES PROFESSIONALS**



A YEAR OF COMPOUNDING SKILL

KEY FACTS

FOR WHO

Sales Executives
Account Managers
Sales Team Managers

COURSE LENGTH

1 Year

DELIVERY

Virtual & Digital

COST

£1250 per person
£1850 with coaching

MASTERCLASSES WITH EXPERT SALES TRAINERS

ON-DEMAND TOOLS

PEER NETWORKING

E-LEARNING

OPTIONAL COACHING

What if the **sales skills** that take years to learn on the job arrived sooner and stuck faster?

The BLT Sales Academy is built on exactly that premise - it's a structured programme that delivers compounding skill for sales professionals in technical industries including manufacturing, engineering, IT and construction.

Join us for a 12-month CPD programme consisting of live **masterclasses** with expert sales trainers, **on-demand tools**, peer learning and **support from our Academy tutor**.



2027-2028 ACADEMY AGENDA

SALES ACADEMY KICK-OFF 08/04/27	Samantha Caine & Lauren Turner	Introduce the Academy, set expectations and establish the community
PRICING WITHOUT DISCOUNTING IN A COST CONSCIOUS MARKET 11/05/27	RJ Werkhoven	Explore how to protect margin by leading stronger value-based pricing conversations
RUNNING PURPOSEFUL SALES CONVERSATIONS WITH TODAY'S BUYERS 17/06/27	Vee Slack	Helping you to lead structured, confident sales conversations that drive progress and clear outcomes
COLLABORATIVE REVIEW ONE 21/09/27	Lauren Turner	This session provides a space to share experiences, review progress, and apply learning in real-world situations
STANDING OUT IN A CROWDED LOOK-ALIKE MARKET 28/10/27	Bart Van Den Broeck	How to create clear, credible differentiation that buyers can recognise and value
SELLING WHEN DECISIONS ARE SLOWER AND INVOLVE MORE PEOPLE 30/11/27	Steve Minshull	Learn how to navigate multiple stakeholders and keep deals moving despite internal complexity
COLLABORATIVE REVIEW TWO 13/01/28	Lauren Turner	This session provides a space to share experiences, review progress, and apply learning in real-world situations
EFFECTIVE QUALIFICATION WHEN TIME AND FOCUS MATTERS 16/02/28	Vorian Maryssael	How to focus time and energy on opportunities that are genuinely worth pursuing
KEEPING DEALS MOVING WHEN BUYERS DELAY DECISIONS 21/03/28	Said Abuhamdah	How to maintain momentum and commercial control without chasing or discounting
SALES ACADEMY NEXT STEPS 30/03/28	Samantha Caine & Lauren Turner	This session will reflect on the 12-month journey, consolidate key learnings, define actions for continued application, and introduce the next stage of the Academy programme

WHAT'S INCLUDED?



VIRTUAL MASTERCLASSES

Six live masterclasses every year
Practical, sales-focused sessions led by sales experts



ONGOING HUMAN SUPPORT

Direct access to the BLT Academy Tutor to guide learning, maintain momentum and support real world application



DIGITAL LEARNING

Tailored learning delivered via the BLT Sales Academy Hub
Focused content, models and practical tools



OPTIONAL COACHING

For individuals who want deeper more personalised development

Arrange a one-to-one call with our Academy Tutor Lauren, to discuss the programme further by emailing **Lauren.Turner@BusinessLinkedTeams.com**



THE ACADEMY TUTORS



SAMANTHA CAINE

CEO of Business Linked Teams, with 20+ years experience working with international organisations on the strategic development of people and sales teams



LAUREN TURNER

Our Academy Tutor and a CIPD qualified Learning & Development specialist who specialises in developing transformation global sales programmes



RJ WERKHOVEN

25+ years experience in commercial leadership covering field sales management, key account management and customer marketing



VEE SLACK

Experienced sales trainer who specialises in building sales-led organisations' capability through tailored development sessions



BART VAN DEN BROECK

Multilingual commercial leader with more than 15 years experience across sales, key account management, negotiation & category leadership



STEVE MINSHULL

Steve brings his background as an export sales director to his role as a sales trainer. He speaks 7 languages and has worked across 4 continents



VORIAN MARYSSAEL

Senior commercial leader with expertise in technical business development and high-stakes negotiations in the oil and gas sector



SAID ABUHAMDAH

Said is a commercially focused sales trainer who combines real-world experience of winning multimillion-pound contracts with practical, interactive learning that delivers measurable results.



WHY BUSINESS LINKED TEAMS?

Our delegates tell us that learning with us feels different from anything they've done before. Here's what sets us apart

LEARNING, TAILORED TO YOU

At BLT we pride ourselves in shaping the experience around your role, sector and the deals you're working on right now

A GLOBAL PERSPECTIVE

You'll learn from trainers who've coached sales professionals in 20+ languages and markets all over the world

REAL CHANGE

Our focus is on changing the way you behave in front of customers so you leave the Academy selling differently - and seeing better results in your pipeline

FRIENDLY, OPEN AND TRANSPARENT

You'll be trained by approachable experts who genuinely care about your progress



"I'd like to sincerely thank the team at Business Linked Teams for the outstanding training. With the tools and mindset gained, I feel even more prepared to expand our market presence and deliver sustainable value to our customers"

Sales Specialist - ABB

"Perfect trainer and content"

Sales Executive - Vaisala

"The frameworks and practical exercises helped reinforce the importance of asking the right questions and guiding customer conversations effectively in complex sales situations"

Sales Specialist - Vaisala

"A great mix of lecture/interaction... there is much food for thought that will get my brain going until the next session"

Sales Specialist - Caverion



Business Linked Teams is a global people development company headed by Samantha Caine, FCIPD. We empower development and enhance capability through bespoke learning solutions and carefully curated change initiatives.

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