

Sales skills to sail you through December!

Featured this month:
Sales Excellence | Better Conversations Using LinkedIn |
Key Personal Skills for 2025 | Business Awards

As the year winds down, it's easy to slip into "Let's circle back in January" mode.
But guess what? Sales never really takes a holiday, it's always evolving.

As we ease into the festive season, now's the perfect time to reflect and gear up for what's next. New year, new goals, right? So why not take a moment to audit your LinkedIn profile? Could it use a refresh to make 2025 your best year yet? Small tweaks now could mean big wins later.

Let's get you set up for success!



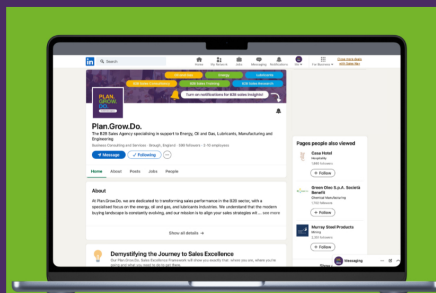
Driving Sales Excellence with Shell & Distributor Businesses in Benelux

We've been busy in Rotterdam and Brussels this month, collaborating with Shell and their distributor teams to elevate their sales performance through our Pipeline Management Day and Funnel Vision workshops.

By combining structured learning with hands-on practice, we empower teams to elevate their pipeline management and refine their sales strategies. The result? Confident, future-ready sellers equipped to succeed in a competitive landscape.

Want to know where you are, where you're going and what you need to do to get there?

[Complete our free assessment!](#)



Empowering EDS in the Energy Sector: Unlocking LinkedIn for Better Buyer Conversations

Last month, we headed back to North Macedonia to empower the EDS team with the knowledge and confidence to use LinkedIn as a powerful sales channel, making it an integral part of their toolkit.

We understand that for some, LinkedIn is a new thing and not knowing where to start is often a reason for not getting started at all! That's why we created this super simple top 10 profile to-dos to help you get noticed by more of the people you want to do business with.

Ready to improve your LinkedIn for B2B Sales?

[Download our free checklist](#)





New year, New Skills!

As we step into a new year, it's natural to set goals and reflect on where we can grow. But personal development often feels like a "nice-to-have" rather than a career game-changer. The truth? The right skills don't just help you hit targets, they future-proof your career.

Three key skills stand out as career-defining: **stakeholder management**, **collaboration**, and **seeking alternative viewpoints**. Once dismissed as corporate buzzwords, these skills have proven to be the backbone of success, especially in sales.

[Learn more about personal development for B2B sales](#)



We've been nominated!

We're thrilled to announce that we've been shortlisted for the 2024 **unLTD Business Awards** in the 'Best Business Support or Consultancy' category!

The unLTD Business Awards shine a spotlight on South Yorkshire's vibrant community of startups, SMEs, and entrepreneurs. This year's event will take place on December 5, 2024, at the iconic Peddler Warehouse in Sheffield's Kelham Island district, celebrating the region's innovative and forward-thinking businesses.

We're excited to join this incredible evening, connect with local professionals, and honour the achievements of Yorkshire-born businesses.

Join the conversation



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