

MASTER YOUR BUSINESS

THE SALES ACADEMY

SALES TRAINING · HIRING · CERTIFICATION

Build Better Salespeople. *Win More Business.*

Hire with evidence. Train your team online or in-house. Certify the skills that win business.

SALES TRAINING EDITION

MASTERYOURBUSINESS.CO.UK



WHO WE ARE

25 years of selling.
Now passed on to you.

We have spent 25 years selling, creating businesses and winning major contracts with some of the biggest clients, generating millions in sales along the way. Master Your Business brings all of that sales mastery together, and passes it on to your people.



25 Years

of selling and building businesses



Millions

in sales generated



Major Contracts

won with some of the biggest clients

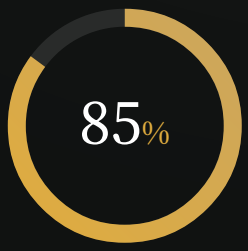
WHY YOU NEED THIS

Hiring and training *can't be left to chance.*

THE COST OF ONE WRONG HIRE

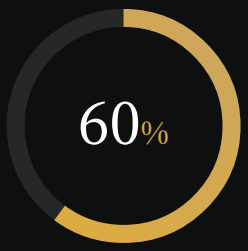
£132,015

The estimated total cost of getting one middle-management hire wrong, on a £42,000 salary.



A COMMON MISTAKE

of people surveyed say a business they worked for has hired the wrong person for the job.



WHY NEW STARTERS QUIT

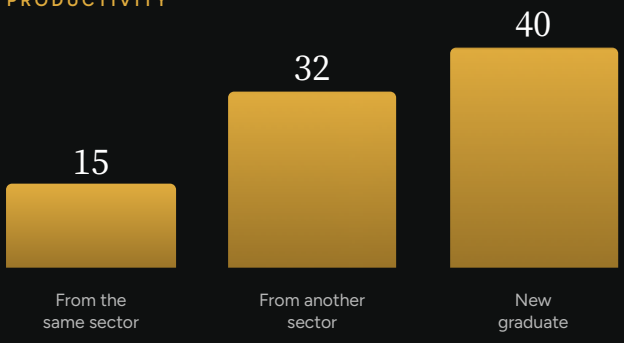
of people who quit a new job within 90 days say disorganised or missing training was a reason.

THE COST OF REPLACING SOMEONE

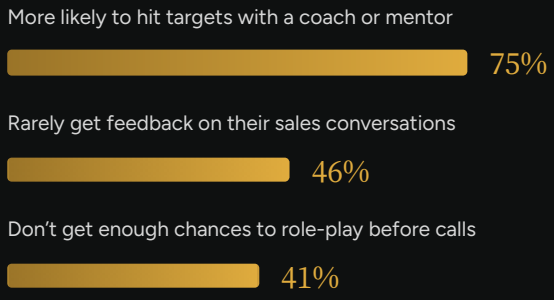
£30,614

The average cost of replacing an employee earning £25,000 or more, mostly output lost while the new starter gets up to speed.

WEEKS FOR A NEW HIRE TO REACH FULL PRODUCTIVITY



WHAT SALES REPS SAY



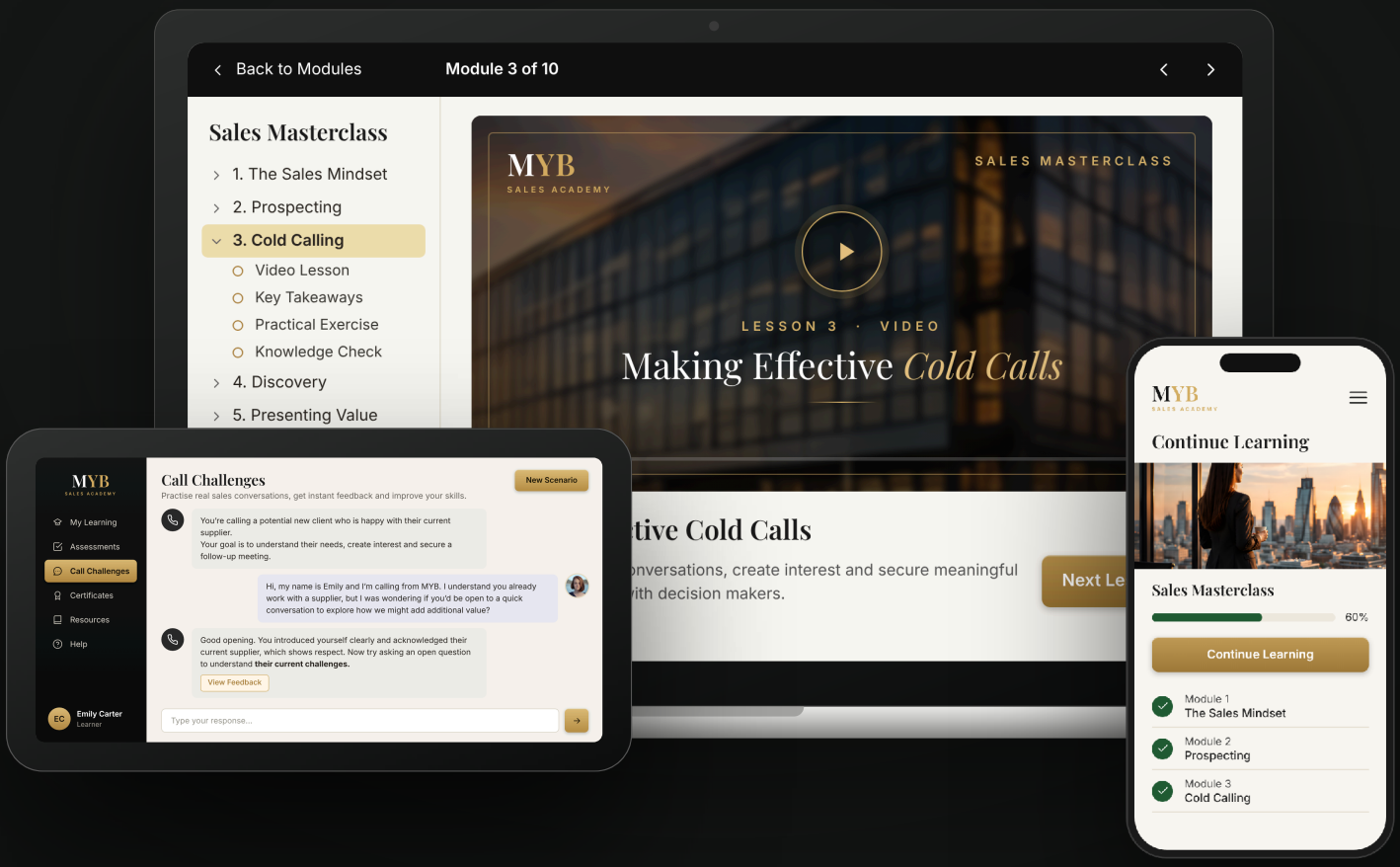
Independent industry figures, not MYB results. Sources: REC, *Perfect Match* (2017, UK); Insight Global, *2025 Employee Sentiment Report* (US); Oxford Economics for Unum, *The Cost of Brain Drain* (2014, UK); Salesforce, *State of Sales*, 7th ed. (2026).

THE PLATFORM

Watch. Test. *Practise.*

Expert-led training that brings together knowledge, theory and real-world practice. We go beyond traditional teaching with engaging video lessons, interactive call challenges, tests and assessments that build confidence and develop practical skills. With team dashboards, progress tracking and certifications, everything you need to train, develop and empower your team is in one seamless platform.

PLATFORM PREVIEW



01

Watch

Expert video lessons that show, not just tell, module by module.

02

Test

Quizzes and assessments that check knowledge and skill.

03

Practise

Interactive call challenges: role-play sales calls and get instant feedback.

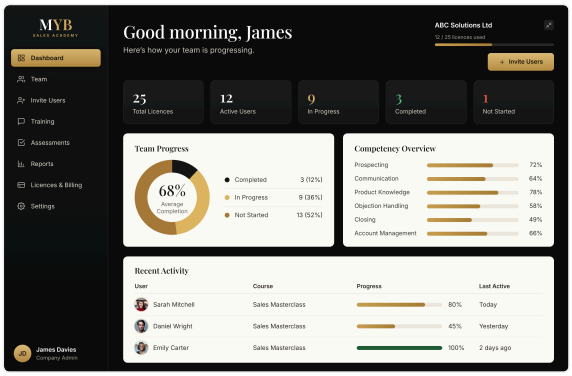
04

Track & certify

Team dashboards, progress tracking and certificates.

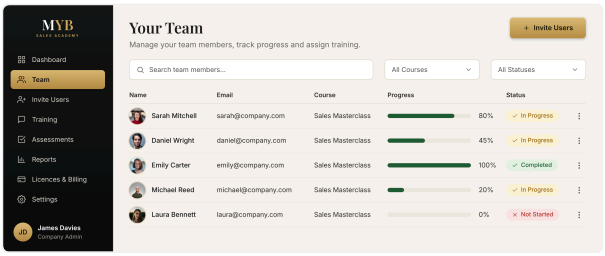
PLATFORM PREVIEW

Lead your team *from one dashboard.*



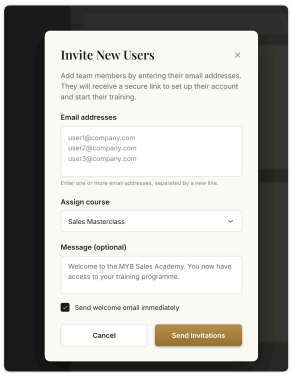
Company dashboard

Licences, team progress and competency at a glance.



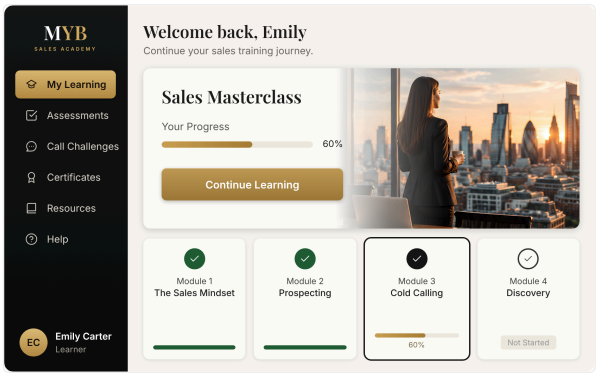
Team management

See every learner's course, progress and status.



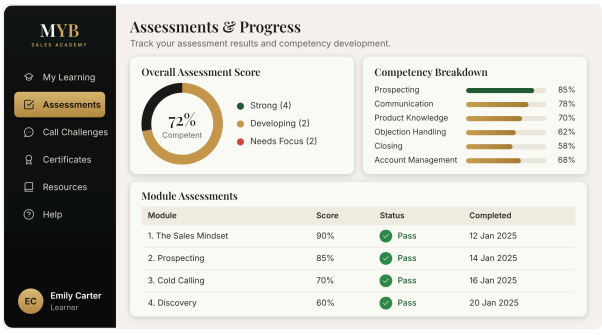
Invite your people

Add staff by email and assign their course.



Learner dashboard

Each learner picks up exactly where they left off.



Tests & assessments

Module scores and a competency breakdown.



Certificates

Downloadable on completion, ready to share.



EXPLORE WHAT WE DO

One academy.
Five paths to sales mastery.

01

Sales Assessments

Find out how well a candidate can actually sell before you hire them. Human-reviewed decision support.

ANNUAL PLANS

02

B2B Masterclass

Selling to businesses. Choose the Cold outreach or Warm leads course.

ONLINE

03

B2C Masterclass

Selling to consumers. Choose the Cold outreach or Warm leads course.

ONLINE

04

Corporate Training

Live, tailored sessions at your premises, built around your team, your market and your targets.

ON SITE

05

KYRNEXA OPPORTUNITY INTO REVENUE

A sales software system from Master Your Business. It filters out time wasters, qualifies and scores every lead, and routes each sales-ready one to the right person.

SOFTWARE

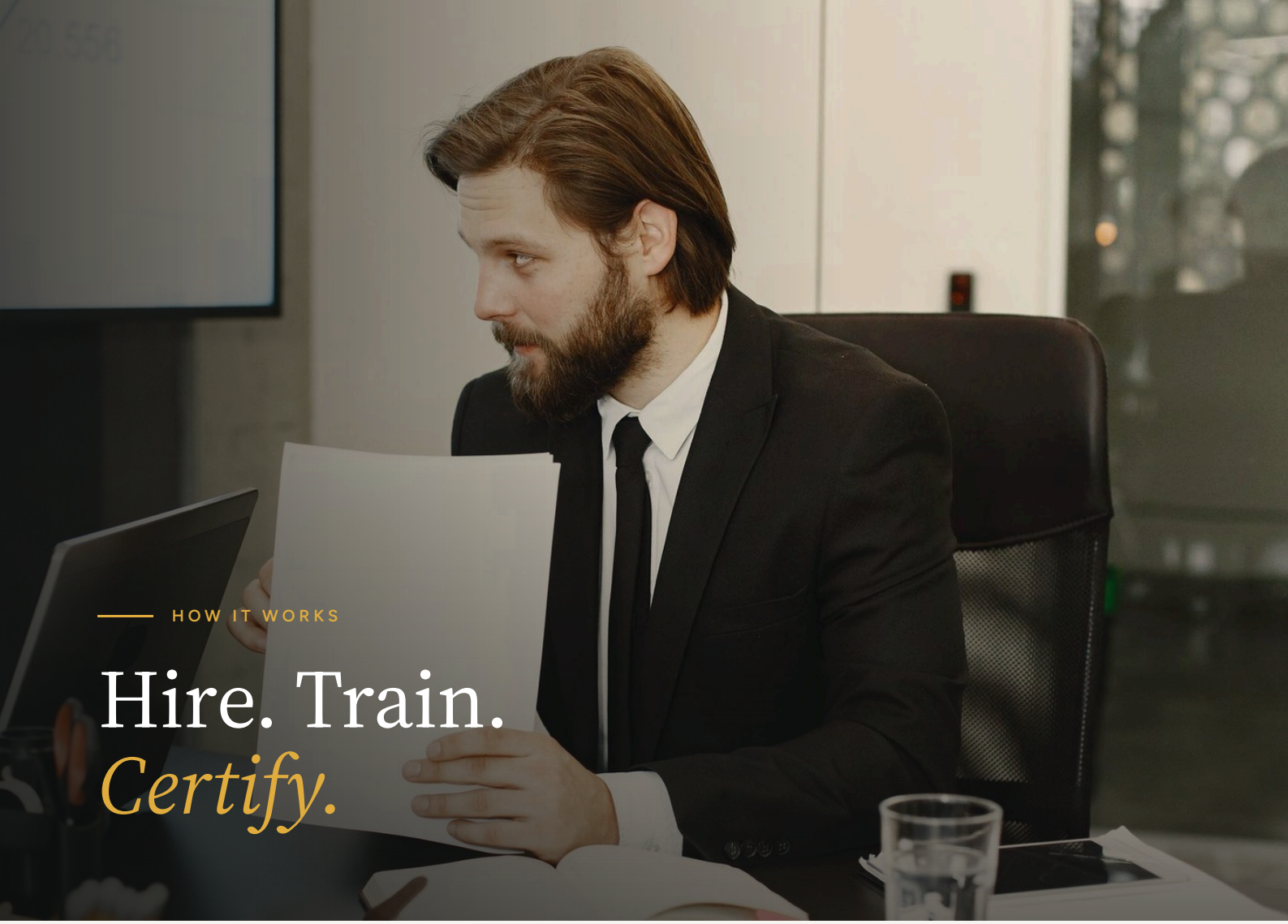
PACKAGES *combine hiring assessments and team training in one discounted bundle.*

TWO MASTERCLASSES, FOUR COURSES

Four specialist courses.
You choose what your people learn.

Every sale is different. Training is matched to your market and your leads.

MASTERCLASS → / COURSE ↓	B2B Masterclass — Selling to businesses	B2C Masterclass — Selling to consumers
Cold outreach — Generating your own leads: prospecting, cold calling, opening.	B2B · COLD OUTREACH — Research the account, open with a relevant insight and close for a meeting with the decision maker.	B2C · COLD OUTREACH — Earn attention in seconds, build rapport quickly and close on a simple, confident next step.
Warm leads — Converting leads passed to you, inbound or in-house: qualifying, closing.	B2B · WARM LEADS — Qualify need, budget and authority, align every stakeholder and close on value and ROI.	B2C · WARM LEADS — Build on their interest, ease doubts with empathy and close with trust in the conversation.



HOW IT WORKS

Hire. Train. *Certify.*

01

Hire

Assess how well candidates can actually sell before you hire. Scores are human-reviewed decision support.

02

Train

Develop your people with the online B2B and B2C Masterclasses or live in-house training.

03

Certify

Track progress and competency in one dashboard, and certify the people who meet the standard.

PACKAGES

Hire and train in one bundle, *and save.*

Four packages combine Sales Assessments with team training licences.



Current pricing: see the enclosed price sheet or masteryourbusiness.co.uk

MASTER YOUR BUSINESS

THE SALES ACADEMY

From first call *to final close.*

Build better salespeople. Win more business.

www.masteryourbusiness.co.uk



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