



The Sales Performance Platform

A Capability Track

The Trust Advantage: Selling in a Changing World

The world of selling is changing rapidly, radically and irreversibly. Digital access to information, greater buyer sophistication, sustainability expectations, and increasing complexity in decision-making have fundamentally reshaped how customers buy.

In this environment, traditional product-focused selling is no longer enough. Buyers are not simply looking for suppliers — they want **trusted partners who can help them navigate complexity, risk, and change.**



This capability track explores how successful sales professionals build and maintain trust in a rapidly evolving commercial landscape.

Drawing on Sales Fitness Group's work on the five drivers of sales change, the track examines the forces transforming modern B2B selling — from digitalisation and hybrid engagement to sustainability pressures and more demanding buying groups. It then connects these changes to the behaviours and mindsets required to become a trusted advisor to customers.

Participants will explore how trust is built through:

- Deep understanding of the customer's world and challenges
- Insightful conversations that create value for the buyer
- Credibility, expertise, and commercial awareness
- Consistent delivery on promises and commitments
- Ethical, transparent and responsible selling

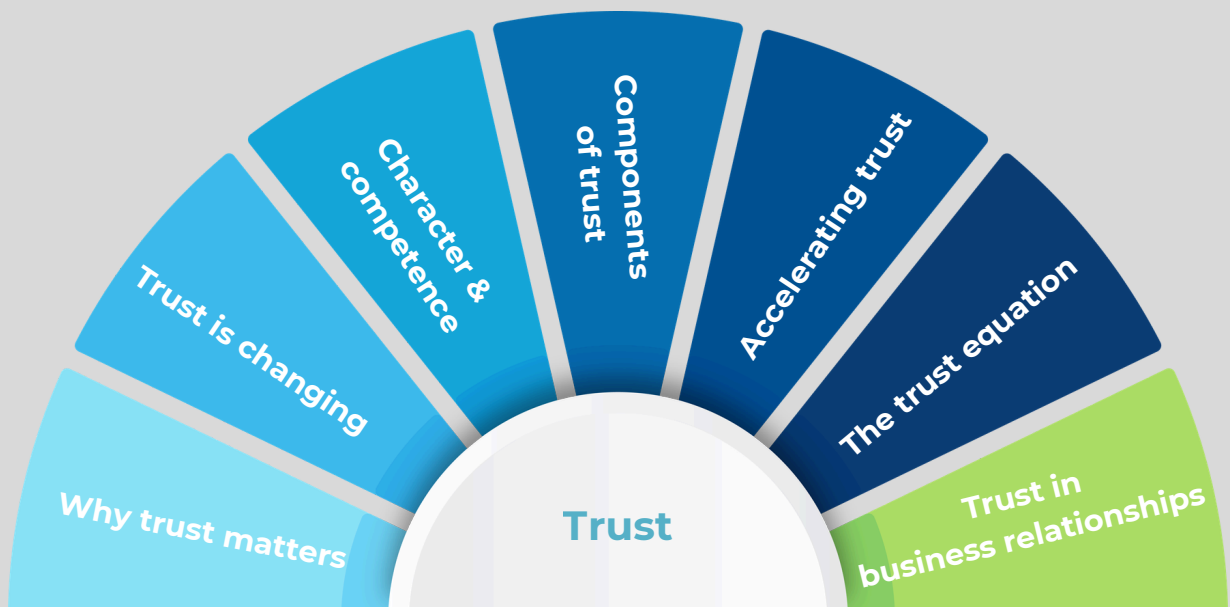
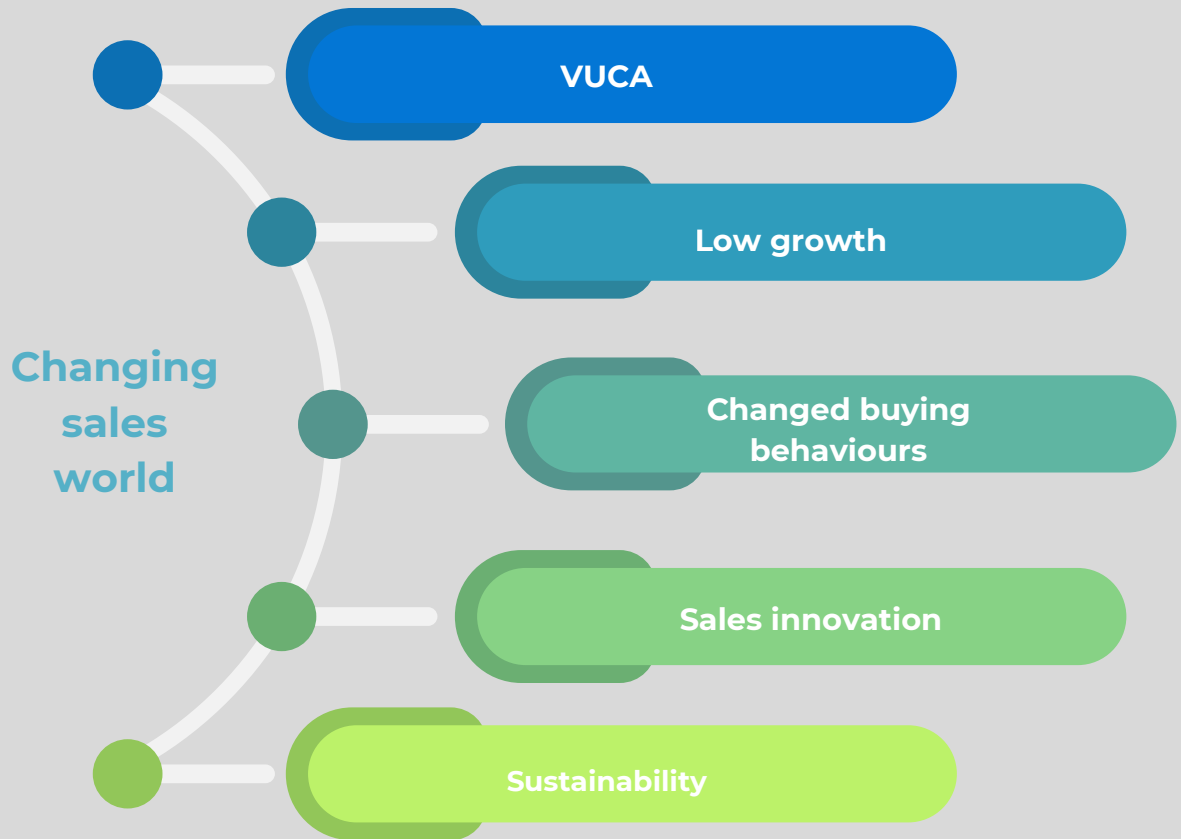
Through a series of practical modules, examples, and reflection exercises, sellers will develop the capabilities required to earn trust, strengthen relationships, and create long-term commercial value for both their customers and their organisation.

In a changing sales world, trust is not a soft concept — it is a decisive competitive advantage



A hybrid learning track

16 engaging video modules (3-5 minutes) each supported by micro- actions and supporting resources.



2 hours of digital learning with workshop and coaching options

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