



AGILE CHANGE

Change Process

Salespeople resist change, and business priorities evolve quickly.

Our change process is intended to work in large-scale change as well as micro-changes at the level of the individual seller. It is built to be able to respond quickly to new challenges and opportunities.

Embed training in a change process that delivers results, drives continuous improvement, and adapts to new challenges.

Don't just train. Change behavior. For good.

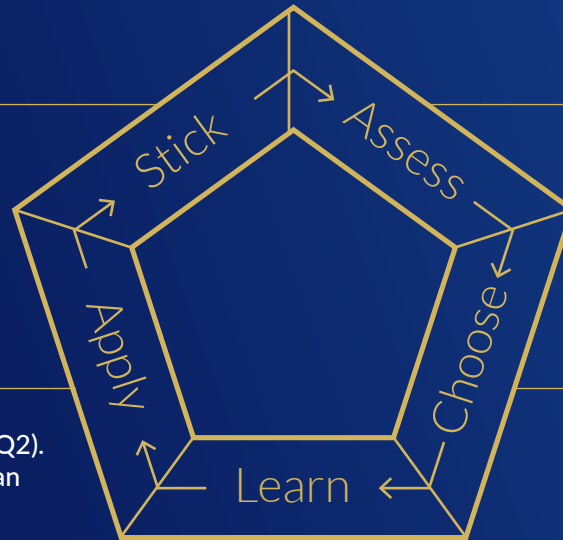
Make training stick with a proven change process that leverages technology and sales AI

5. STICK

Make the learning stick with AI nudge questions, badging, and coach-the-coach services.

4. APPLY

Support application with AI in LMS/ CRM (now) and collaboration tools (Q2). AI pre-call practice simulators. Human deal coaching and manager toolkits.



1. ASSESS

Identify gaps in skill, coaching, and culture for managers and teams. 180° and AI (Q2) assessments.

2. CHOOSE

Contextualize materials, curate learner journeys, and build motivation.

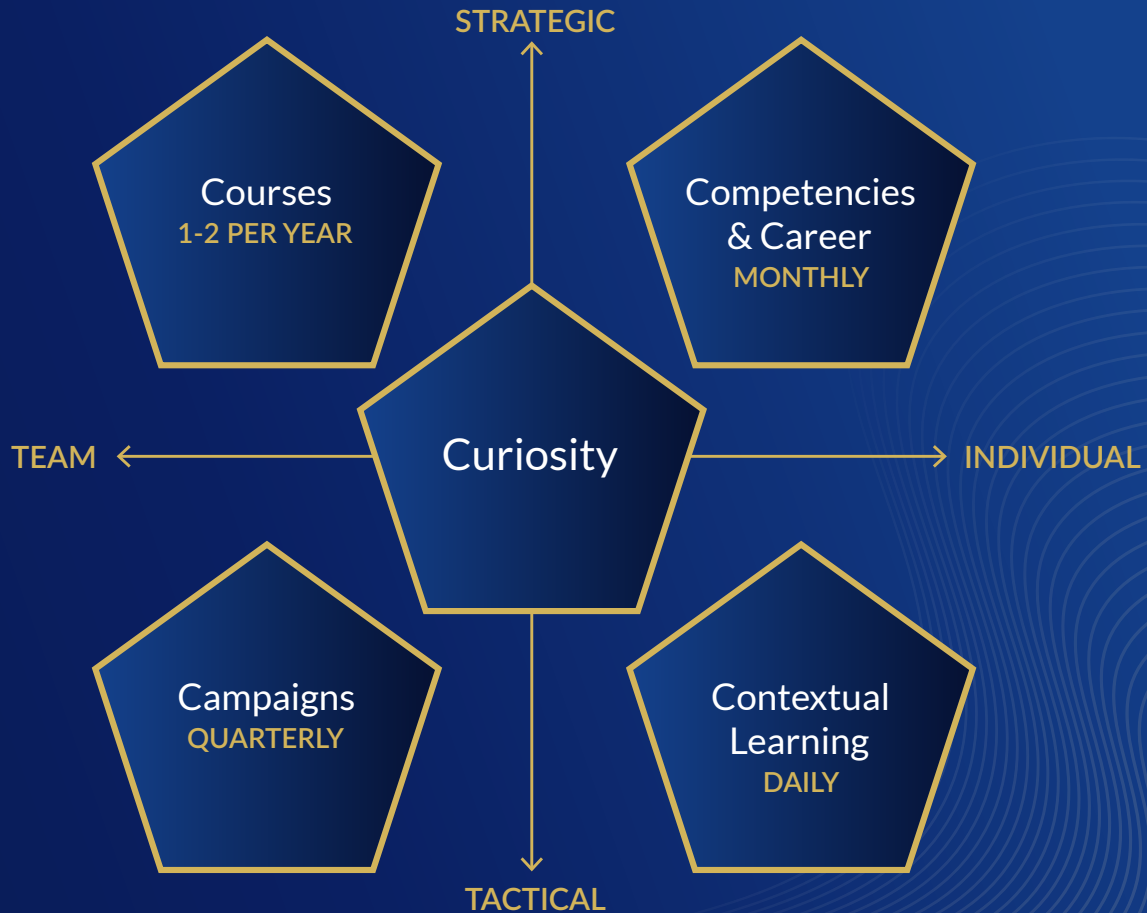
3. LEARN

Train through instructor-led (F2F/Virtual), eLearning & Playbooks. Dynamic AI customer roleplays for skills practice. Train managers first so they can coach their teams.

Continuous Improvement

Sales transformation is rarely achieved through a single form of learning, such as a course. Because of this, our deployment model drives multiple learning use-cases and a culture of continuous improvement.

- **Courses:** Complete courses and a robust change process to build core skills aligned to your business & commercial strategy.
- **Campaigns:** Topical 'deep dives' to build Skill and Will to respond quickly to tactical priorities such as product launches, competitor activity or inflation.
- **Contextual Learning:** Personalized AI-powered support, training and coaching to empower and upskill users in real time, within the flow of work.
- **Competencies & Career:** Using individual assessments to identify specific knowledge and skill gaps and close them with courses, modules, or micro-learning.
- **Curiosity:** Leverage individual curiosity to drive a learning culture and the exploration of adjacent skills. "You've been learning X; we think you might find Y and Z interesting too".



Contact us

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