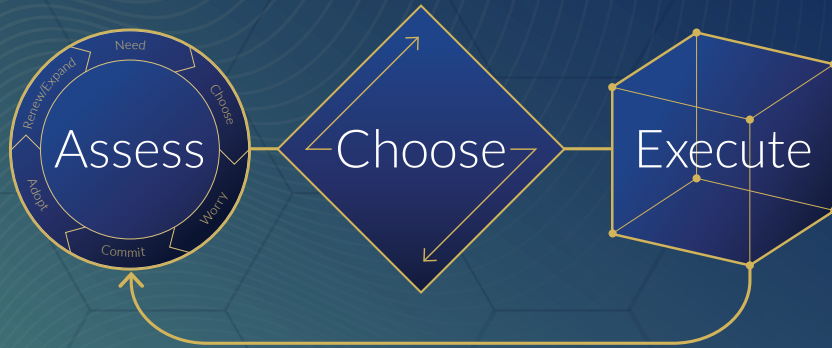




Imparta's Training Ecosystem

WE OFFER A UNIQUE COMBINATION OF METHODOLOGY, TRAINING, BEHAVIOURAL CHANGE AND AI/TECHNOLOGY





AGILE SALES METHODOLOGY

We equip sellers to adapt to each challenge, and to win using Insight, Influence and Trust.

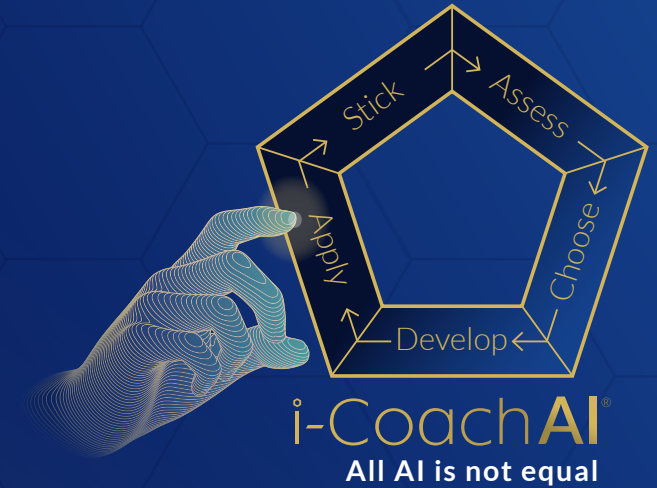
1



COMPREHENSIVE SKILLS LIBRARY

We offer 180+ skills for every role, from Sales to Leadership, and B2C to Enterprise.

2



AI-POWERED CHANGE PROCESS

Our sales-aware AI and human experts deliver continuous improvement, globally.

3

Agile Sales Methodology.

Our research shows that the best salespeople adapt to each unique buying situation

Linear sales processes don't work, and many salespeople are one-dimensional in their approach.

We equip salespeople to assess each situation quickly and accurately, choose the right sales motion, and execute in a way that balances Insight, Influence and Trust.

We call this **3D SALES AGILITY**.

Make sense of the complex, nonlinear buying journey

Choose the right strategy or tactic for each situation

Execute skilfully, balancing Insight, Influence and Trust



A complete, customizable skills library.

A modular library of proven, research-based sales training to meet your needs now and in the future

Under-resourced in-house teams often face a choice between generic, off-the-shelf learning libraries, and inflexible specialist training firms.

Imparta's comprehensive, customizable, multi-format and multi-award-winning training library covers 180+ skills across Sales, CX, Management and Leadership, at all levels, and all sales environments from B2C to B2B, Channel and Enterprise.



Continuous improvement process

Our agile approach makes sure that new skills stick, and lets you react quickly to new challenges.

Our agile, modular approach to sales enablement draws on our global team of expert trainers and consultants, and our unique, specialized Sales AI that can be accessed from our platform, and/or within your existing tech stack.

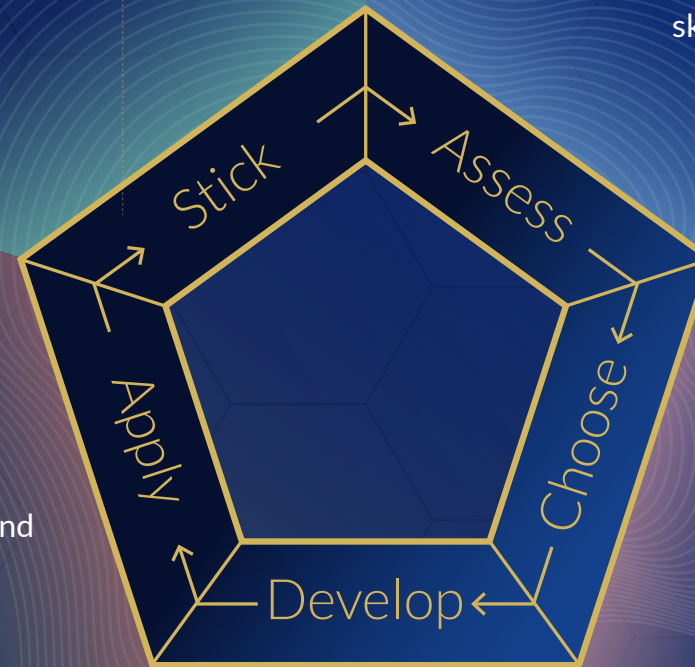
Make new skills stick with regular nudges and recognition of progress.

Assess gaps in knowledge, skill and mindset, mapped to your business priorities.

Support application with manager & AI coaching and planning tools.

Choose high impact areas to improve, and how to approach the learning.

Build skills through instructor- or manager-led learning, eLearning and AI role-plays.

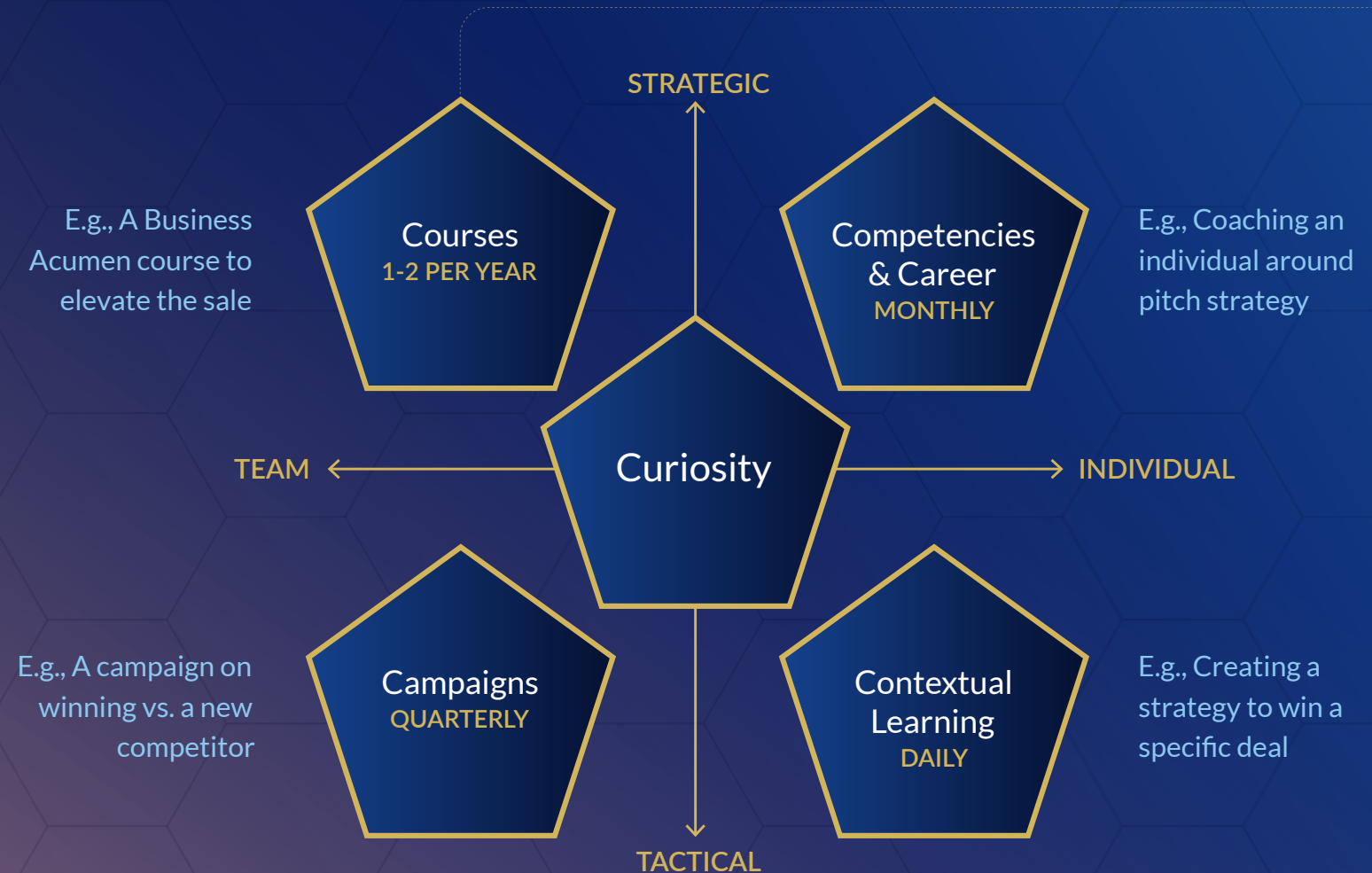


Beyond courses...

Course-based learning is only one of five important use-cases, operating at different speeds.

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.

The same change cycle is operating in each use case, but at different speeds.



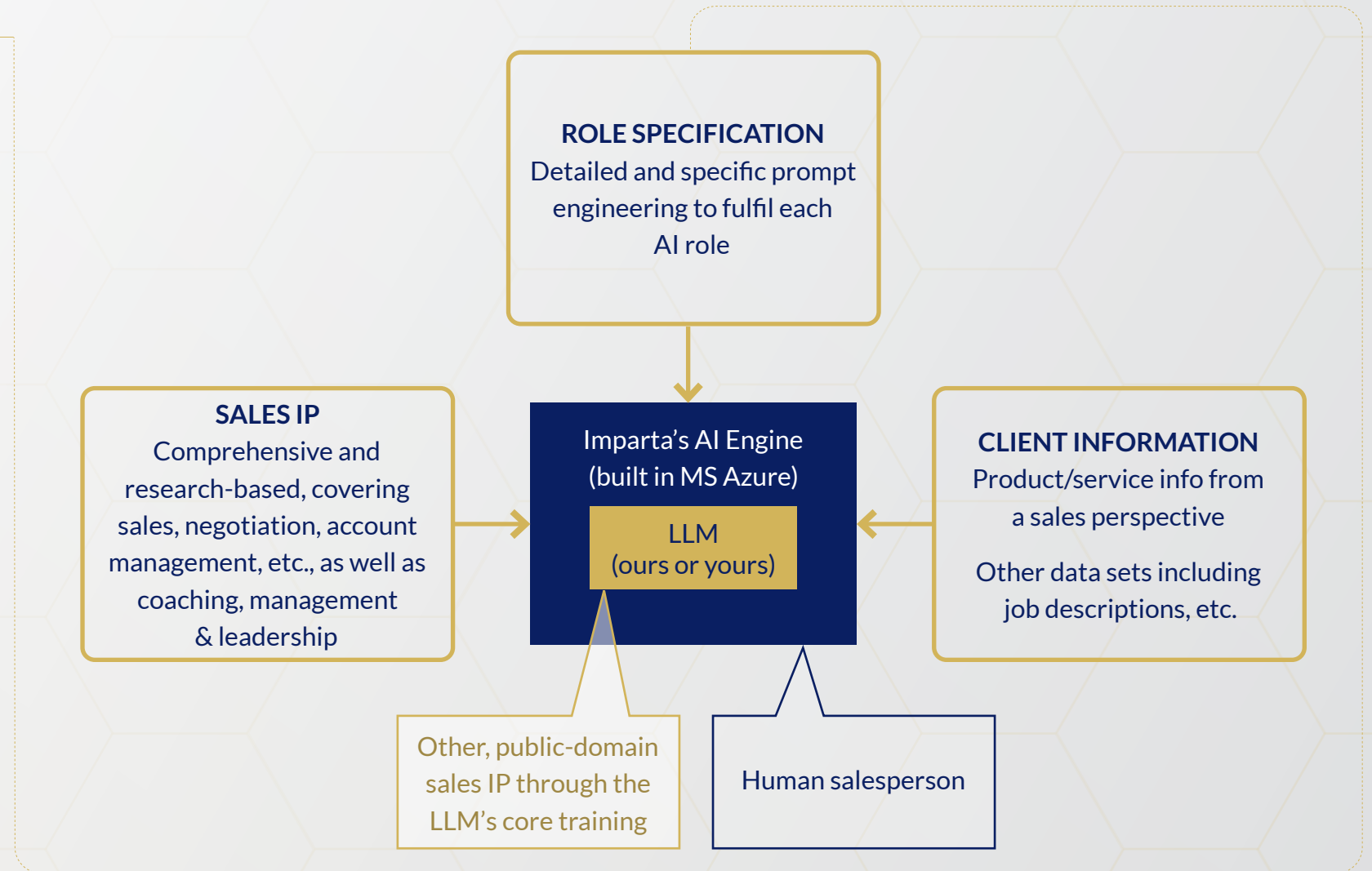
i-CoachAI®

Combining our research & IP with your information brings deep expertise to your teams.

GenAI is one of the few genuinely transformative technologies in our lifetimes, and one that no sales organization can ignore.

But out of the box LLMs such as ChatGPT (or those embedded in most enablement platforms) lack a nuanced understanding of sales best practice and are not optimized to drive behavior change among salespeople.

i-Coach AI, by contrast, is fluent in all aspects of sales, account management, negotiation, customer success, commercial and business acumen, sales management and sales leadership. And it is designed to fit your team's daily routine, providing personalized sales enablement at scale.

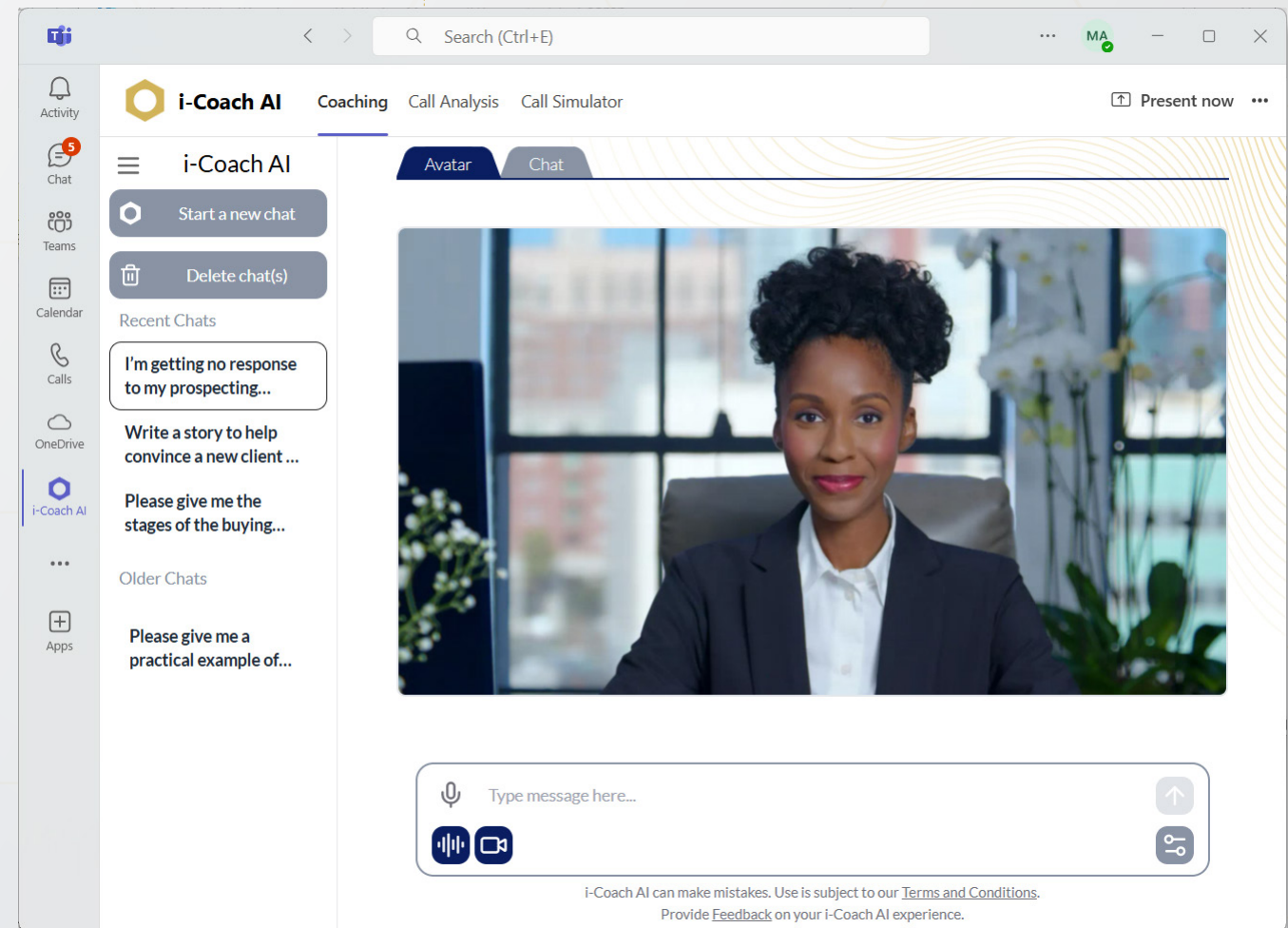


i-Coach AI matches the way your salespeople work.

i-Coach AI supports realistic AI avatars for an emotional connection to every coaching interaction and role-play.

We also support text-based interactions for more structured tasks, as well as voice mode.

i-Coach AI is available on desktop and mobile across your tech stack, from our LXP to your own, Salesforce and MS Dynamics, and collaboration tools such as Teams.

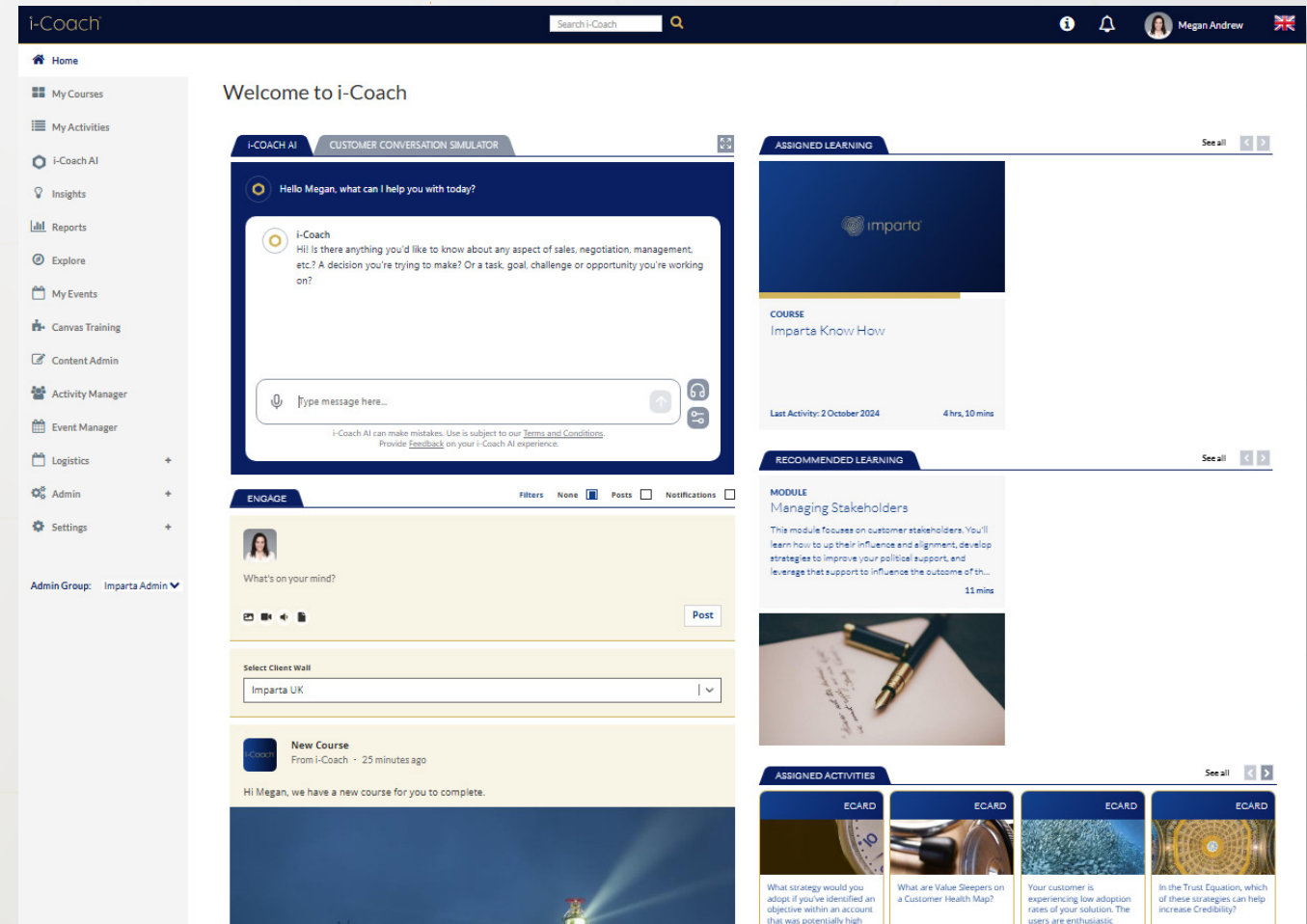


The i-Coach platform.

A powerful Intelligent Learning Experience Platform with specialist sales AI

Imparta's i-Coach® platform is an award-winning LMS/LXP that supports our Agile Change Process and each of the 5C use-cases for front-line capability building. It also exists as the i-Coach Go Mobile app (available on iOS and Android), both platforms being accessible 24/7.

i-Coach integrates natively into Salesforce, providing you with application tools and learning in the flow of work. We can provide Single Sign-on from your LMS, or you can deploy the entire 3D Advantage® Curriculum using your own platform.



Sales Training for Healthcare & Medical

Healthcare procurement has shifted from a focus on clinical outcomes to one based on value, assessing a range of factors such as the total cost of ownership of a medical device from purchase to end of use.

Yet many sellers struggle in this environment. Marketing information tends to be specification-led and focused on patient outcomes, products are launched with only clinical 'argumentation', and healthcare sales professionals, often ex-clinicians, are most comfortable meeting with clinicians and out of their depth with financial buyers. While AI offers a powerful means to bridge this gap, many sales teams lack the training to use it effectively in compliance-conscious environments.

Imparta works with clients across a range of areas within healthcare, including medical devices, life sciences, healthcare provision and pharmaceutical distribution, to improve the sales skills of both direct and indirect healthcare sales reps.

Some of Imparta's Healthcare & Medical clients



Lonza

I have some great news. I used the Pain and Gain strategies and the discussion was phenomenal. The client identified an opportunity (\$5m) that can deliver twice the impact of what we expected. They have just been 'CCV'd' - Consultative Selling. I love it!

Account Manager, GE Healthcare

HEALTHCARE INDUSTRY CHALLENGES & HOW WE CAN HELP

Equip Sales Teams with AI for Compliant Success

Help life sciences sales professionals leverage AI tools for compliant prospecting, personalized engagement, and deal execution that meets regulatory standards

Boost Channel Impact

Build skills to sell in, through, and with channel partners while navigating complex business models and layered decision cycles

Protect Margins in Tough Negotiations

Equip sellers with strategies to defend value and counter commoditization pressures from well-trained procurement teams

Shift to Value Buying

Train sales teams to sell with commercial and business acumen, engaging financial stakeholders and aligning with value-based procurement models

Lead Remote Sales Teams

Empower frontline managers with tools and training to lead dispersed teams effectively through tech-enabled, just-in-time coaching

Manage Supply Disruptions with Confidence

Train teams to communicate proactively and maintain strong customer experiences, even when facing delivery shortfalls

Stand Out in a Crowded Market

Support sales with clinical and financial messaging that fuels competitive differentiation and drives targeted account growth

Influence Beyond Clinicians

Enable reps to confidently engage non-clinical stakeholders, articulating financial ROI alongside clinical outcomes.

Improve Forecasting Accuracy

Enhance forecasting capabilities and pipeline management to support strategic decision-making and long-term growth



Imparta Ltd. has been named a Leader in The Forrester Wave™: Sales Training Services, Q1 2025. The Forrester Wave™ provides an evaluation of the top providers in specific market sectors, based on a robust analysis of their current offerings and strategies. Access your complimentary report today.



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