

The LIT Sales Academy

Imagine dramatically accelerating your sales performance—it's possible. Lead IT's Sales Experts will rigorously evaluate your current sales strategy, address the gaps, and enhance your go-to-market team with practical, hands-on coaching.



Who We Are

We specialise in empowering individuals & start-ups through comprehensive lead generation services, cutting-edge tech sales training programs, and expert sales outsourcing solutions.

We're dedicated to propelling your Technology business forward, helping you navigate the competitive landscape with confidence and success.

Why Choose Us



20+ Years Of IT Sales Success

We will uncover all of your sales bottle necks and implement the strategies for you to double your revenue within 120 days.



Practical Sales Techniques

We will halve your sales cycle by integrating systems for your sales team. This allows you to close deals quick & more efficiently.



Learn from President Club Winners

We will align your sales strategies according to how your prospects buy tech solutions, ensuring a seamless and effective sales process.

Our Training

Define Your Customer Profile

- Define The Total Address Market
- Define the Total Obtainable Market
- Create The Target Customer Profile
- The Sales Tool Kit

Sales Pipeline Activities

- Applying The 10 Stage Sales Cycle
- Qualify Opportunities (MEDDIC)
- Pipeline Focus Strategies
- Forecasting Accurately
- Key Stakeholder Mapping

Run A Demo & POC

- Demo Your Solution Like A Champ!
 - S.P.O.T.L.I.G.H.T.
- How To Run A Proof of Concept?
- Building A Success Criteria
- Handle Objections, Negotiations & Closing

We also cover:

- Objection Handling
- Competitive Analysis/Positioning
- Building a Value & ROI Model
- Building Channel Sales
- How to Market Customer Success?

Journey with Lead IT

Step by Step guide of how we deliver.

