

# colt

# SALES TRAINING EVENT

Colt Technology Services

600 attendees

Salespeople and sales engineers

London

transform   
**PERFORMANCE**  
international

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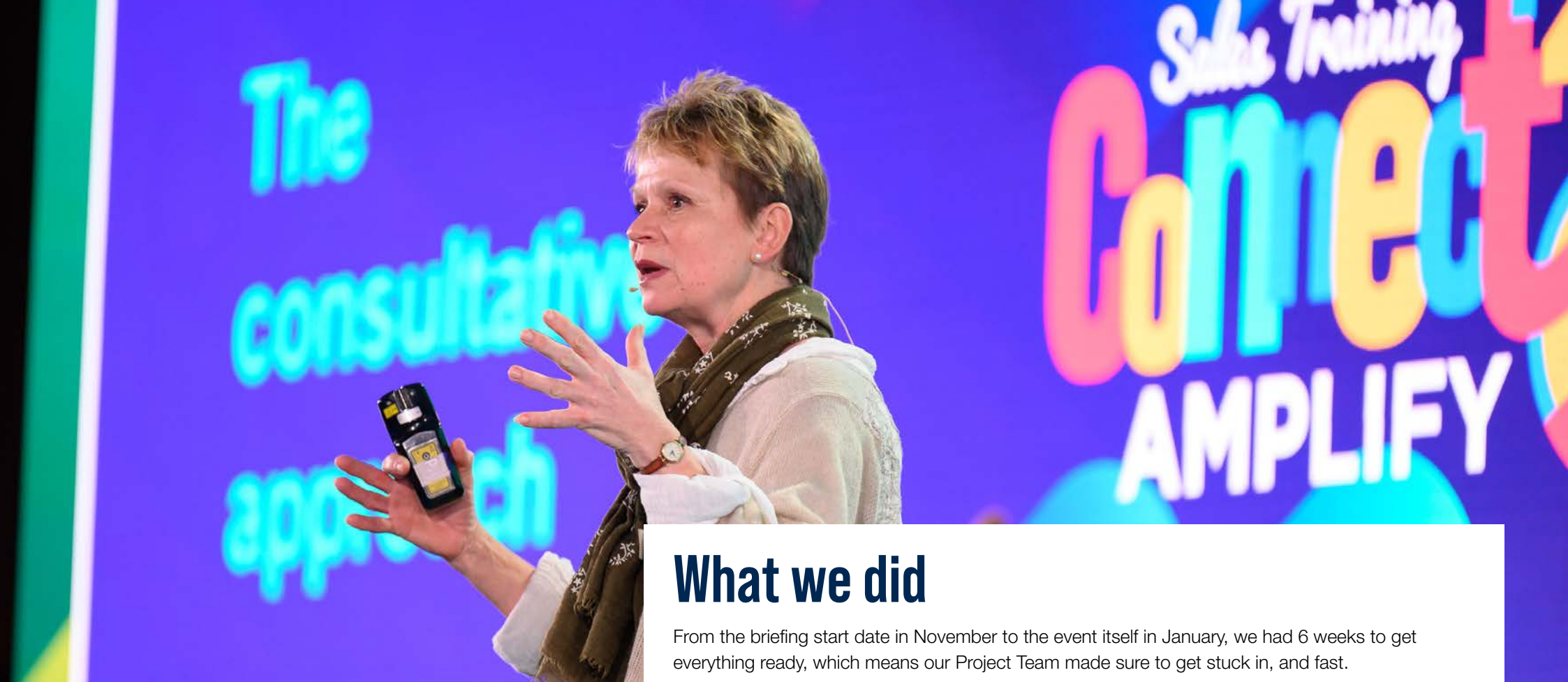
# Colt Sales Training Event

We were thrilled to help run Colt Technology's global Sales Training Event with over 600 people in London.

The event was even more important than usual because the teams hadn't been together in person for 3 years, so the opportunity to reconnect and build relationships across regions was critical.

**“Our engagement with Transform Performance was a natural option given the relationship we have already built and the familiarity with our sales teams. Their style of training and facilitation is very well received by the teams”**

**Helen Lawrence, VP Sales & Customer Success - Colt**



## What we did

From the briefing start date in November to the event itself in January, we had 6 weeks to get everything ready, which means our Project Team made sure to get stuck in, and fast.

### Icebreaker singalong

This ~1-hour session with all 600 people needed to set the tone, get everyone on their feet feeling energised, and provide a perfect opportunity for networking. We knew that getting our friends at Superchoir involved would be ideal, and what better song to ask the whole audience to come together and sing than 'This is me' from The Greatest Showman!

For the 70 Japanese speakers in the group, we organised for the song to be phonetically translated so everyone could follow along.

**“The choir portion of the event went so well Colt asked them to come back the next day to close off the event”**

**Dan Jackson, Project Manager – Transform Performance**

## Event objectives

- A face-to-face event for the Colt salespeople and sales engineers to kick off the year in style
- Coming together, networking, sharing ideas and taking away some great ideas they could put into practice in their roles
- Focusing on the services and products that are undersold in the market but have huge value for their clients
- Participants leaving feeling confident that they have the knowledge and skills required to open opportunities with their clients for the identified services

## Training sessions

We organised the 4 x 90-minute training sessions to be facilitated on Day 2 of the event. We helped Colt plan the sessions, we built the content, and we facilitated the sessions alongside the Colt VP and SME's.

The 4 sessions focused on 4 Colt products to increase the participant's knowledge, and also had best-practice sales tips embedded via exercises which drove discussion, collaboration and sharing of ideas:

- Captivating clients with an engaging and differentiated pitch
- Connecting with the client's motivators in order to put the customer at the heart of the conversation
- Effectively articulating the value Colt solutions bring to the table by demonstrating a deep understanding of the customer's needs; how to better display your knowledge, confidence, and capability
- Mastering the art of effective questioning and listening, enabling you to better understand customer needs and objectives

The salespeople and sales engineers' level of participation in the sessions was outstanding. They showed real enthusiasm for continuing to build meaningful and lasting connections with customers.





## Challenges overcome

- Time to prepare was a big factor - we devised these sessions in just over a month, working with Colt VP's with very tight diaries

**“The willingness to jump in and help us at such short notice is massively appreciated. The Transform Performance facilitators helped us structure and plan our event, and of course ultimately deliver the sessions. A special mention goes to Mark Holson who goes above and beyond to join the dots and ensure it all comes together”**

**Helen Lawrence, VP Sales & Customer Success - Colt**

- Two languages – for the Japanese participants we used translated documents to make learning easier, and Colt provided live translations of the speakers during the day
- Avoiding the trap of focusing solely on product training - making sure everyone involved avoided the temptation to focus solely on product training as opposed to skills training was front of our minds. We ensured that the Colt teams shared successes and learned new best practices in sales techniques and mindsets to set the sales teams up for long-term success

**“The sessions were perfectly paced and relevant. Transform Performance did a great job, and everyone I spoke to agreed the day was the best set of training we can remember at Colt. We all took loads away”**

**Nikhil Dorlikar, Business Development Director - Colt**



## Outcome

What an event it was; we're so pleased the event was such a huge success for Colt. We were thrilled to be involved in such a professionally executed and uplifting occasion.

**“I just wanted to take a moment to say a huge thank you for all your efforts and the excellent sessions this week.... the feedback has been amazing and we have huge energy from all of the sales teams talking about how they can use what they've learnt!”**

**Helen Lawrence, VP Sales & Customer Success – Colt**

**“I honestly can't thank you all enough for stepping in to help us pull this together, we not only delivered 'something', we absolutely smashed it”**

**Beatriz Solano, Head of Sales Effectiveness – Colt**

# Sharing...



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