

# the x-factor

## the secret to exponential sales



**Results Oriented  
Sales Academy**

by **Buki Mosaku**

International consultant, highly sought-after  
speaker and corporate sales trainer

[www.rosacad.com](http://www.rosacad.com)

### the x-factor - The secret to exponential sales

Your sales performance either has it - or they don't. Or you can make it better. The X-Factor system is a proven method to achieve exponential results by knowing what works and making it simple. Results Management, makes everything that sales teams, putting them among the very best sales performers in the world. Can do this for you too.

The X-Factor system develops the enduring attitudes and behaviours that will your team to exceed targets, multiply its productivity and increase its effectiveness. The results immediate and permanent.



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## the x-factor -the secret to exponential sales

Your sales professionals either have it – or they don't. Or you can instil in them the lasting behaviours and ingrained habits to achieve exponential results. By focusing on what works and making it simple, Inquire Management creates paradigm shifts in sales teams, putting them among the very best sales performers in the world. We can do this for you too.

The X-Factor system develops the enduring attitudes and behaviours that will inspire your team to exceed targets, multiply its productivity and improve its effectiveness. The results: immediate and permanent.





# the x-factor™ - secret of exponential sales growth workshop

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## course Overview

This phase of the programme is designed to help you maximise your potential and develop a mindset conducive to quantum shifts in your sales performance.

## who should attend?

Anyone who has responsibility for developing new business from prospects or existing clients.

## objective

The objective of this workshop is to maximise your potential and multiply your results exponentially.

## having attended this event you will be able to:

- Make quantum shifts in their sales performance.
- Enthusiastically make outbound calls.
- Understand the three parts of your personality and how to get them working in harmony in order to raise their sales performance and increase bonus.
- Understand how to use the power of EFFECTIVE goal setting!
- Meet and significantly exceed sales target.
- Provide you with the "X" Factor in outbound sales success.
- Develop an attitude conducive to exceeding targets.
- Identify how to multiply your productivity immediately.
- Learn how to improve your effectiveness in less than a week's time.
- Embrace habits of highly effective new business teams whilst remaining congruent with who you are.
- Develop a prospecting mindset and more.
- Be motivated to make more calls.

## course Style

This course is highly interactive and participative and will provide you with opportunities to apply the content to your daily working environment and leave with a plan that will start generating results immediately!.

## course Duration

1/2- day.

## dress Code

Casually Formal.



I can thoroughly recommend Buki Mosaku to any organisation wanting to see a quantum shift in performance. ..We saw a huge average increase in productivity of 167.9% in our sales support team of 200 staff. Daniel Bingham, Sales Support Manager, Aviva.

### Interactive Data

"Buki Mosaku's X Factor is a powerful workshop that removed barriers from my mind which I wasn't aware were limiting my sales performance at the time. As a result of attending the session and going through the programme my productivity and sales figures very quickly went through the roof!" Chris Lee- Sales Director, Interactive Data Corporation.



I have used Buki Mosaku a number of times over the last few years; both for one-on-one coaching and for group training sessions. On each occasion I have found him to be highly effective and to have met and exceeded the objectives we agreed with him...

I am happy to say that Buki has not only significantly improved the results I have achieved whilst working with him, but helped me (and my team) develop skills that can be used time and again, in all walks of life, to achieve the results that we want.

Matt Surfleet Head of Account Management



"Suddenly they started to hit target numbers of cross sales attempts, handle conversations better and delivered really meaningful numbers. As the other teams went through the process we saw the same results. "What has been created is a culture which is competitive, but in the right way. Before the input from Inquire we were pushing across 1-2% of calls to banking. After initial training that doubled immediately and in recent weeks we have been doing 7-8%. That has meant an extra £400,000 worth of business that will continue to grow as the Inquire approach rolls-out."

David Dunlop, CIS Head of Sales and Service



"I can thoroughly recommend Inquire Management and Buki Mosaku. The style of delivery is energetic and enthusiastic. The material he has developed is simple yet extremely powerful and works particularly well in insurance broking and produced a significant improvement in our results..."

Kevin Culliney, Partner Lockton Companies International Limited





"Arkadin have utilised Buki Mosaku's unique training programme on several occasions, he has an inspirational style and a sales methodology that has an immediate impact on the sales performance and energy of the team... this in turn generates increased revenue and improved results. Leo Ripley, UK Sales Director, Arkadin