



SALES AI
ROLE PLAY

Sales Academy is a membership programme built for B2B salespeople, business owners, and account managers who are serious about improving their sales performance.

It's about sharpening your skills, staying focused, and boosting your performance. Month after month.

Here's what our members say they gain:

- ✓ More confidence across the entire sales process
- ✓ Stronger relationships with buyers
- ✓ A better handle on what drives client decisions
- ✓ Real industry insights from people in the same trenches
- ✓ Tangible improvements in results

JUNE 12 INTAKE

Be the first cohort to experience the Indicator Sales Academy Programme, now combined with our state-of-the-art Sales AI Role Play.

"Sales Academy gets me thinking. After each session I'm super motivated to get out there and hone skills I have learnt. I recommend Sales Academy to any sales professional looking to grow."

Sarah Neville
Business development manager

The right mix of training, coaching, and networking



PRACTICAL SALES SKILLS

Every month, you'll join a hands-on workshop focused on a practical sales skill. Each session includes time to apply what you learn, test it out, and get expert feedback on real challenges you're facing in the market.



SMARTER STRATEGIES

You'll leave with clear next steps, smarter strategies, and new ways of thinking about your sales conversations. Over time, these small improvements build into serious results.



COMMUNITY THAT GETS IT

Sales Academy isn't a course. It's a professional network of salespeople committed to growing. You'll be learning alongside people who are navigating the same challenges and opportunities.



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Who it's for:

- ✓ B2B salespeople and business developers
- ✓ SME owners or leaders responsible for sales
- ✓ Anyone hungry to learn and perform better

MEMBERSHIP



\$295 + GST/month

No lock-in. Cancel any time

What's included:

- ✓ Monthly in-person workshops (90 mins, Auckland)
- ✓ Quarterly online expert events
- ✓ Group coaching and feedback
- ✓ Peer-to-peer networking and development
- ✓ Access to our annual Mood of the Sales Leader event
- ✓ End-of-year celebration and guest speaker session

NOW WITH SALES AI ROLEPLAY

Sales coaching is essential. But often happens too late or too infrequently to truly shift performance. That's where Sales AI Roleplay comes in.

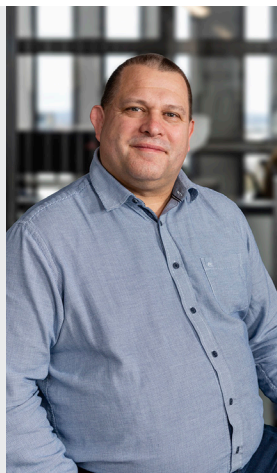
This AI-powered coaching tool, powered by SecondNature, enables salespeople to practice real-world sales scenarios with a virtual coach.

It delivers instant, consistent feedback on everything from messaging to objection handling and delivery, helping salespeople sharpen their skills, build confidence, and improve performance, without the pressure of a live prospect.

Facilitated by either:

MICHAEL FOOKS

Michael is the head trainer at Indicator Group. He's known for his clear, direct training style and ability to shift behaviour fast. A former tech sales leader, now one of NZ's top sales coaches, Michael blends psychology with deep commercial know-how.



SIMON DICKSON

Simon brings a straight-talking, practical approach to sales training and change management. He focuses on lifting capability, aligning the team, and driving outcomes that matter. He knows how to cut through the noise and connect the dots between sales and business strategy.

