

# Sales Academy

WELCOME TO THE SALES ACADEMY!

We invite you to explore our recommended learning paths, customized to each role, by clicking on the corresponding image.



Executive KAM



Commercial Manager /  
Head of Sales



Sales Development  
Manager



Strategic / Global Key  
Account Manager



Inside Sales



Key Account Manager



Account Manager



Distribution Account  
Manager

## WHAT TO KNOW THE SALES ACADEMY!

As our group's commercial offensive is driving forward and the intention of the Sales Academy is to help our sales teams strengthen their skills, becoming "hunters"!

There are a variety of resources for employees and managers to explore to gain a better understanding of the initiatives, including the programs, launch lines, and recommended learning curriculums.

## Sales Academy Wiki Page

This Sales Academy Wiki page is intended as a high-level overview of available resources, the academy structure, and the project team.



Development Workflow  
Sales Academy Team  
FAQs

## Sales Academy Booklet

This expansive slidedeck should be the starting point for the Sales & Marketing Family to plan their development.



Learning Curriculums  
Program Descriptions  
Annual Planning Process

## Sales Academy Calendar

Reference the calendar for a view into upcoming classes. Employees are expected to enroll directly in YOUGrow, on a first come, first serve basis.



Sales Academy Calendar

## SALES ACADEMY BOOKLET

### ANNUAL PLANNING CALENDAR 2024

## DEVELOPMENT WORKFLOW

Employees are expected to take a proactive approach to their overview development, collaborating with their manager to build a realistic but challenging development plan including focus on both their technical and behavioral skills.

This is a helpful guide of the development workflow to better understand your role in the Sales Academy...

Employee reviews the available programs, specifically their mandatory Learning Curriculum and collaborates with their manager to build their short and term Learning plan (over 12-24 months) which includes a focus on both technical and behavioral skills.

After their managers approval, employee enrolls in classes via [YOUGrow](#), Employee is accountable for following academy policies and managing their learning plan accordingly.

Employees cannot be dropped 30 days prior to the start date. See [Training Cancellation Policy](#).

Employee is responsible for completing required prerequisites and course pre-work.

Managers consistently follow-up with their employee to ensure their development plan is on track. They are committed to limiting distractions, allowing their employees the required time to dedicate to training.

Managers review their employee's upcoming program descriptions and completes the 'Expectations of Line Manager' action

Employees are unable to withdraw from any Sales Academy class within thirty (30) days of the class start date, with no exceptions. All cancellations within this time frame and/or 'No Show' participants will be charged a cancellation fee. The only exception will be in extreme circumstances of a personal emergency. Read the [Global Training Cancellation Policy](#).

## MEET THE SALES ACADEMY TEAM

### Meet the Sales Academy Team



**Wolf Sanner**  
Sales Academy  
Champion



**André Amaral**  
Global Learning Specialist



**Julie Catteau-Mollet**  
CEM Senior Project  
Leader



**Kathy Cai**  
Global Learning Specialist

- **Wolf Sanner - Head of Customer Engagement**, please contact for overall program strategy.
- **Julie Catteau-Mollet - CEM Senior Project Leader**, please contact for Sales and Marketing learning curriculum and training questions.
- **André Amaral - Global Learning Specialist**, please contact for Sales Academy training programs coordination related questions.
- **Kathy Cai - Global Learning Specialist**, please contact for Sales Academy training programs coordination related questions.

YOUGrow technical support, please contact the [Service Center](#).

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## Q: THE QUESTIONS YOU HAVE BEEN ASKING

### What if there are no available classes?

It is important for employees to submit 'Learning Requests' via YOUGrow to all open enrollment Sales Academy classes where there are no available seats or you can't find a class which works for you. This helps track the class demand and allows the Sales Academy to coordinate with the internal schedulers to promptly schedule additional classes. If needed, contact the YOUGrow Course Owner for additional information.

### What if I need to cancel my registration for a class?

Employees are unable to withdraw from any Sales Academy class within thirty (30) days of the class start date, with no exceptions. All cancellations within 30 days and/or 'No Show' participants will be charged a cancellation fee. The only exception will be in extreme circumstances of a personal emergency. (per Solvay's [Global Training Cancellation Policy](#)).

### What if I can only attend a portion of the scheduled class?

Classes must be completed in their entirety with no exceptions. If you are unable to attend 100% of the modules do not enroll in the class or promptly drop out of the class. Joining late and/or missing portions is unacceptable and disruptive to other participants.

**manager, should I be budgeting for training? Will I be invoiced for my team's training?**

managers do not need to budget for training. All Sales Academy program costs are managed under a central budget, with agreement of the GBUidents. During the Annual Planning Process, the 'Demand Planning' step is critical to determine the correct budget needed to ensure there are enoughs available for each employee who has these specific programs on their individual development plan.



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