



Leadership, Management & Capability

 **Apex**
a Sales Perfect® programme

Apex - Building Confident Leaders. Creating High-Performance Organisations.

Apex is a flexible, modular leadership and management programme designed to help organisations develop confident leaders, aligned managers and resilient teams.

It provides the structure, clarity and practical support required to move from good leadership intent to consistent leadership impact – strengthening performance, culture and long-term growth.

Apex supports organisations at every stage of leadership maturity, from first-time managers to experienced leadership teams navigating scale, change and complexity.

What will Apex deliver?

- Stronger, more confident leaders with clear accountability
- Consistent management standards and behaviours across the organisation
- Improved performance management, communication and decision-making
- Better alignment between strategy, people and delivery
- Increased engagement, retention and talent progression
- Practical leadership tools that translate directly into day-to-day impact

Who Apex is for

Apex is designed for organisations that want to strengthen leadership capability at every level, including:

- First-time and developing managers
- Experienced managers ready to step into leadership roles
- Leadership teams seeking consistency, alignment and clarity
- Organisations navigating growth, change or restructuring

How the Apex programme works

Apex can be delivered through one or more elements, allowing organisations to engage at the level that best suits their structure, ambition and challenges.

You can start with strategic consultancy, focus on targeted leadership workshops, or combine elements into a tailored programme supported by coaching, mentoring and fractional expertise.

The Apex framework

Apex is built around four connected pillars, designed to develop leadership capability at both organisational and individual levels.

Consultancy and Strategic Advice

Apex provides high-level strategic guidance and insights to ensure foundational alignment and sustainable growth. The available consultancy modules include:

- **Strategic Planning & Optimisation:**
 - » Conducting a thorough health check review of current operations.
 - » Developing clear strategic vision and growth plans.
 - » Optimising sales, marketing, and operational processes for efficiency and impact.
 - » Setting clear goals, objectives, and key performance indicators (KPIs).
- **Organisational Development & Change Management:**
 - » Designing effective organisational development and talent management strategies.
 - » Fostering a positive culture and desired behaviours.
 - » Guiding through change management and structural transformation initiatives.
 - » Assisting with critical transitions such as setting up a new Sales Department or navigating the “next stage of growth.”

- **Personal and Professional Growth:**
 - » Providing insights and guidance for personal development and profiling, aligning individual potential with business objectives.

Targeted Training Workshops

The program offers a diverse range of interactive workshops designed to build specific skills and competencies critical for effective management and leadership. The available workshop modules include:

- **Core Management & Leadership Skills:**
 - » Management Essentials: Fundamental skills for new and aspiring managers.
 - » Leadership Skills: Developing vision, influence, and strategic thinking.
 - » Performance Management: Setting expectations, feedback, and performance reviews.
 - » Coaching & Mentoring: Equipping leaders to develop their teams.
 - » Motivation: Strategies for self-motivation and inspiring others.
 - » Communication Skills: Enhancing clarity, impact, and interpersonal effectiveness.
 - » Conflict Management: Resolving workplace disputes constructively.
 - » Time and Priority Management: Maximising productivity and focus.
- **People & Talent Focus:**
 - » HR Workshops: Essential HR knowledge for managers.
 - » Managing Up, Down, and Across: Navigating complex organisational relationships.
 - » Talent Management: Attracting, developing, and retaining key employees.
 - » Succession Planning: Preparing future leaders for critical roles.

Personalised Coaching & Mentoring

Apex understands that individual growth requires personalised attention. This component offers tailored one-on-one and team-based support to reinforce learning, address specific challenges, and accelerate professional development. Coaching and mentoring are available across various functional areas and organisational levels, including:

- Sales
- Marketing
- Commercial
- Operations & Logistics
- Supply Chain and Purchasing
- Bids and Tenders

- Organisational Levels
- Management Level
- Director Level
- Leadership (General)
- Executive Level

Fractional Support Services

To provide flexible, on-demand expertise, Apex offers fractional support services. This allows organisations to access senior-level talent and specialised skills without the commitment of a full-time hire. These services can fill critical gaps, provide interim leadership, or drive specific projects across key business functions, including:

- **Sales:** Strategic sales leadership, market entry, team restructuring.
- **Marketing:** Campaign development, brand strategy, digital transformation.
- **Commercial:** Contract negotiation, pricing strategies, partnership development.
- **Operations & Logistics:** Process improvement, supply chain optimisation.
- **Bids and Tenders:** Developing winning proposals, bid management.
- **Management & Director Level:** Interim leadership, project management, strategic oversight.
- **Executive/Non-Executive Support:** Advisory roles, strategic guidance, board-level contributions.
- **HR:** Talent acquisition, HR strategy, employee relations.
- **Customer Services:** Service improvement, customer experience strategy.

This personalised support ensures that theoretical knowledge from workshops is practically applied, leading to tangible improvements in performance and leadership effectiveness.

By integrating strategic consultancy, practical skill-building workshops, personalised coaching, and flexible fractional support, Apex ensures that individuals, teams, and the entire organisation are equipped for present challenges and future growth.

Programme Leadership

Apex is delivered by a senior, multi-disciplinary team of Group Perfect® Associate Directors and specialists, bringing deep experience across leadership, sales, operations, people and performance.

Your Apex experts include:

- Ed North – Sales
- Simon Blackburn – Sales
- Lynne Landais – Customer Service & Internal Sales
- Steve Gorham – Supply Chain & Logistics
- Gary Naphtali – Sales
- Adam Noble – Sales & Executive Leadership
- Keith Burgess – Sales
- Paul Thomas – Marketing
- Marcus Eden-Ellis – Bids & Tenders
- Neal Basson – Bids & Tenders
- Dawn Simpson-Lane – HR
- Karl Wellstead – Sales
- Steve Lister – Sustainability



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Next steps

If you're unsure which approach is right for your business, you can start with a free, no-obligation conversation with us:

Call: 0845 6000 281

Email: enquiries@salesperfect.co.uk

We'll listen to your situation, offer practical guidance, and connect you with the most appropriate support – whether that's **Apex** or another relevant Sales Perfect® programme.