



# ZEUS SALES FLYWHEEL

GRADUATE SALES & BUSINESS  
DEVELOPMENT 18 MONTH  
PROGRAMME

**“Growing Future Leaders in  
Sales and Business Development”**

# About us...

As a leading specialist manufacturing and distribution group, Zeus provides a diverse range of sustainable packaging solutions tailored to the unique needs of businesses worldwide.

## Consolidated Solutions for Global Impact:

We specialise in offering consolidated solutions, harnessing global manufacturing and sourcing services, freight forwarding management, creative packaging design and engineering, and technology-driven supply chain and sustainability solutions. Our expansive reach spans over 30 countries, providing consolidation, packaging supply and packaging automation solutions.

## Industry Packaging & Automation Solutions:

- Environmental packaging and sustainability strategies across all sectors
- Industrial and transit packaging solutions for storage, handling, and protection
- Speciality, luxury, and point-of-sale packaging solutions
- Food production, hospitality, service, and retail food-to-go packaging solutions.
- Bespoke-designed e-commerce and retail packaging solutions
- Machinery and automation solutions for the food processing and manufacturing sector
- Agricultural packaging solutions
- Janitorial and hygiene supplies
- Stationery and office workspace solutions.

## Comprehensive Service Offering:

- Global manufacturing and sourcing
- Freight forwarding solutions.
- Storage, logistics, stock, and serve capabilities across 30+ countries.
- Packaging design, engineering, and optimization services
- Sustainability strategies to reduce Scope 1, 2, and 3 emissions.
- Digital supply chains driving continuous improvement efficiency.



Established in 1998 in Fermoy, Co. Cork, Zeus are the world's largest independently owned packaging business incorporating Global Manufacturing & Distribution capabilities.

At Zeus, we are a strategic partner, offering end-to-end solutions that redefine sustainability, efficiency, and innovation in packaging.

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## 0-9 Month Programme

- Objectives
- Induction & Introduction to Support Functions
- Customer Service
- Operations & Warehousing
- Production & Manufacturing
- Procurement & Supply Chain
- Finance & Reporting
- Sales Training Module
- Importance of Market Research
- Product Training
- External Sales – Regional & National Accounts
- Internal Sales - Telesales, CRM
- Third Party Programme
- Marketing
- In the Field – Provided with a list of Dormant, Prospect Accounts
- First 9 Months Outcome - Assessment & Job Interview for Regional Sales Role.

## 9-18 Months – Regional Sales Representative Role

- Manage existing regional accounts & look to develop & grow this ledger

## 18 Months – Business Development Manager Role

- Business Development Manager Role & Expectations Programme Checklist

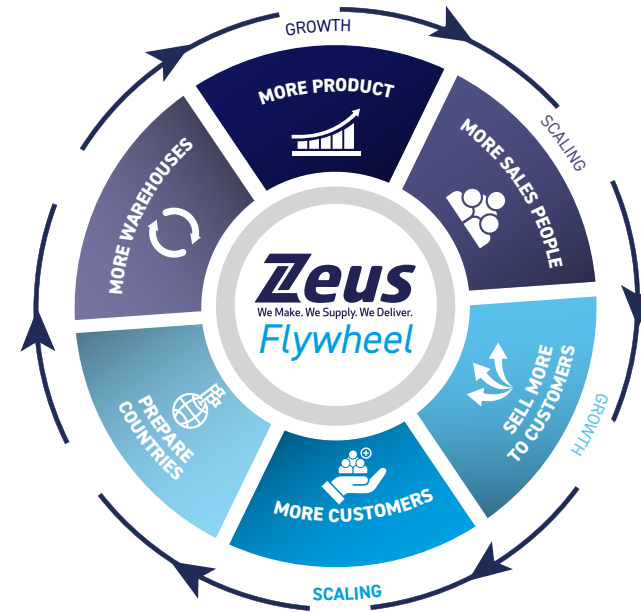


# Programme Objective

To recruit and develop high-potential graduates into exceptional Sales and Business Development professionals who embody the Zeus Culture, Our Values, Demonstrate Commercial Excellence, and adopt a Leadership mindset.

This initiative aligns with the **Zeus Flywheel Model**, a strategic framework to scale the business by investing in future talent, embedding Zeus culture, and fostering sales excellence in the packaging industry.

Repeatability is the **ONLY** way to scale



## FLYWHEEL MODEL

**Good-to-great transformations never Happen without a plan.**

There is no single defining action, no grand program, no one killer innovation, no solitary lucky break, no miracle moment. Rather, the process resembles relentlessly pushing a giant, heavy flywheel, turn upon turn, building momentum until a point of breakthrough, and beyond.

- MORE PRODUCT**  
Design and Innovate (Vitality 5%)
- MORE SALES PEOPLE**  
Scaling Model (20% More Sales People)
- SELL MORE TO CUSTOMERS**  
Increase Average Spend (Increase Customer Average by 5%)
- MORE WAREHOUSES**  
Regional Service
- PREPARE COUNTRIES**  
Prepare Future Growth Name The Countries
- MORE CUSTOMERS**  
20% More Customers



# Candidate Target Profile

## Candidate Qualifications

- Recent graduates (Level 7-8) with a Bachelor's degree in Business, Marketing, Engineering, or related fields.
- Someone passionate about building a career in professional sales, business development, customer relationship management, commercial innovation, and leading business growth.
- Ambitious, resilient, and aligned with Zeus's culture of entrepreneurship, agility, and integrity.

## Core Personality & Behavioural Traits of High Performing Salespeople

- 1. Drive & Resilience:** Self-motivated, persistent, and optimistic in the face of setbacks.
- 2. Curiosity & Learning Agility:** Eager to learn, intellectually curious, and coachable.
- 3. Emotional Intelligence (EQ):** Empathetic, self-aware, and socially adept.
- 4. Communication & Rapport-Building:** Strong active listening, storytelling, and adaptable communication skills.
- 5. Problem-Solving & Commercial Thinking:** Analytical, value-focused, and creatively solution-oriented.
- 6. Discipline & Accountability:** Organised, self-accountable, and consistent in work ethic.
- 7. Entrepreneurial Mindset:** Ownership-driven, resourceful, and opportunistic in identifying growth opportunities.



# Zeus Recruitment Panel

# Programme Duration & Candidate Expectation

**18+ Months**, with structured progression both financially and milestones, expectations set. Each Stage Requires a further interview.



01

## 1st 9 Months

Induction, Learning & Foundations – Learning Expectation



02

## 9-18 Months

Regional Responsibilities – Account Management & Margin Expectation



03

## 18 Months

Key Account Management & Pipeline Development – Growth Expectation



# Recruitment Strategy

## Sector Specialisation

Candidates will be chosen to join a specific sector of the Zeus Group business, this could be within Food & Beverage Production, Luxury Packaging, Industrial Packaging, Food Service Packaging, Retail Packaging, Automation & Machinery Applications.

### 6-STEP PROCESS

#### STEP 6

Final Selection & Offer –



#### STEP 5

Interview 2 Project Interview – Shortlist candidates present to the Interview Panel



#### STEP 4

Interview 1 Behavioural Interview – Conducted by Senior Leadership Panel



#### STEP 3

Personality & Culture Fit Assessment (PPA DISC) – Conducted by HR



#### STEP 2

Initial Screening – HR filtering Behavioural and Application matrix



#### STEP 1

Written Application – Managed by HR



# Programme Investment & Compensation Pathway

0-9 Months

Training-focused;

Starting Salary €30–35k, Phone, Laptop, Use of Car.

€30–35k

9-18 Months

Training-focused;

Regional Ledger; Salary €35–40k, Car Allocation, Expected Ledger €750k.

€35–40k

18 months

Training-focused;

Account Portfolio €2m+ (targeting €5m); Salary €45–50k based on performance.

€45–50k



# Coaching & Mentoring



## Group Mentor:

An impartial senior leader to guide the candidate through the programme, ensuring milestones and project outputs are met.



## Local Coach:

Sales Manager, General Manager or Regional Director responsible for regular coaching, coordination, and hands-on support within the local business.



## Functional Coach

Heads of Departments, Functional Managers & Supervisors will manage the training programs, ensuring candidates understand function, process and how each area focusses on customer & service.





# Programme Structure 0-9 Months

1<sup>st</sup>



## Foundation Modules, Training & Commercial Exposure

The following 9 Month Plan is to ensure the candidate obtains in depth knowledge of Business Operations, Commercial Functions, Business Support Functions, but primarily focusses on Sales & Business Development training.

Each Training Module will have an objective, a key tasks measurement to ensure full transparency and 'Checklist' of the training. It will involve on the Job activity where the candidate will be monitored on attitude, behaviour, learning & importantly, demonstration to add greater value and go beyond.

The candidate must be able to do the job at the end of each module and will be tested with an expected Project Output from each section.

***This 1st 9 Months is the most important aspect of this training. Candidates will build a deep understanding of Zeus culture, Our Values, Our products, Business operations, Customer sectors, Competitors and the Markets we Operate within.***

Through both internal and external training, the candidate will be exposed to all aspects of our business, all with a view to how we grow our sales, take more market share, innovate our approach, align our proposition, utilising the tools and services provided to unlock greater value to our customers.

The candidate will develop the basics, change the way they think, challenge the norm and be pushed in various sales methodologies.

# Training Modules

## INDUCTION SECTION PROGRAMME

The first week will focus on:

1. **General Business Induction** – Ensure Employee Handbook, Health & Safety, Administration, Intranet, IT Permissions, Introduction to Key Stakeholders & Communication of the role are clear.
2. **Key Training Requirements:**
  - **History, Culture & Values** - Zeus History, Our Culture, Our Values, Our Visions.
  - **Business Information** – Review Internet, Intranet, Key business units, GENISIS Services, Product Proposition, Sustainability & our Journey to Net Zero. Our global footprint, production capabilities, corporate presentation.
3. **Key Business Partner Functions** - Includes 1-2 days in each department.
  - **HR Team** – Understand the Function and Support – Recruitment & Performance Management, Learning & Development, Organisational Change, HR Bamboo System Overview, Welfare & Wellbeing, PPA & Behavioural Change, HR Communications, Policies, Job Descriptions, Employee Development, Annual Reviews.
  - **IT Team** – The Function of IT – Hardware, Software, ERP Understanding, Data Management, Cyber Security & Set Candidate up on Cyber Training. Group system Help Desk. Understanding how IT can support Sales Development, On Line Portals, Data & Reporting.

**Objective:** Equip candidates to articulate Zeus's value proposition, understand the company's history, culture, values, and organisational structure.

**Induction Project Output:** Deliver a corporate presentation of the Zeus Group to demonstrate understanding and communication skills.

**Ownership:** Business Unit General Manager.

# Programme Structure

## 0-9 Months

1<sup>st</sup>

### CUSTOMER SERVICE PROGRAMME

Customer service teams are the lifeblood of an organisation, they speak to the customer more times than most, they are the first voice heard at the end of a phone and set the Culture, Values and Service Expectation from the first second.

This module will teach the candidate about the importance of Service, Processing Accuracy, Customer Communication & Customer Engagement.

#### Key Training Requirements:

- Desk-based role answering & making proactive calls, using ERP systems, processing sales orders, credit notes, managing pricing, handling quotations, chasing orders, addressing complaints, and understanding credit control intervention.
- Setting up new accounts, understanding account allocation & account ownership.
- The importance of attitude, communication skills, energy & personal customer engagement. Providing 1st class customer service, liaising with key stakeholders, building telephone relationships with customers and ensuring process accuracy.
- Understanding link selling, questioning customer needs, identifying opportunities to cross / link sell.

**Objective:** Develop skills in customer engagement, service excellence, system navigation, customer and product knowledge.

**Project Output:** Demonstrate telephone skills, data input, and processing capabilities. Submit a written overview of potential improvements to service levels.

**Ownership:** Customer Service Manager.

### OPERATIONS & WAREHOUSING PROGRAMME

Zeus primarily operate as a Buyer and Seller, We MAKE (Production), We SUPPLY (Sourcing), We DELIVER (Customer Service). Operational Excellence is at the heart of everything we do. We must ensure goods arrive in the right condition, are put away, are accurately picked, are presented & fulfilled at 100% every time.

This module will place the candidate in the heart of an operation, understanding Order Processing passing to picking & preparing orders for delivery. Candidates will understand WMS systems, the importance of OTIF KPI's and Service levels.

This will support product Knowledge and provide a sense of how an operation can impact sales performance.

#### Key Training Requirements:

- Hands-on experience in picking goods, receiving goods, stocktaking, and logistics planning.



tics planning.

- Working to a WMS System and ensuring goods are picked, packed and prepared for dispatch.
- Importance of process
- Operational Standards & KPI measurements around productivity.
- Understanding Key Departments
- Goods In Process – Damages, Checking Goods, Quality Control, Goods In Scheduling, De Vanning Containers, Putting Goods Away.

- Understanding Stock Management & Stock Control. WMS Systems & ensuring goods are in the right location
- Picking Goods – Importance of Pick Accuracy & Preparing orders for Delivery. Pick Stock & Overstock, WMS Pick Automation, Ensuring Goods are presented and clean. Paperwork & Process Flow. Picking and fulfilling orders 100%. Managing Exceptions.
- Delivery & Load Scheduling – Out with Drivers and the importance of presentation & process.

**Objective:** Gain insight into operational workflows and inventory management. Understand the importance of Service & Impact on Sales.

**Project Output:** Create a report on observed inefficiencies in warehouse processes and propose actionable solutions.

**Ownership:** Operations Manager.

# Programme Structure 0-9 Months



## PRODUCTION (PENDING SECTOR & SPECIALITY ALIGNMENT) PROGRAMME

Zeus Group are a specialist Manufacturer and Global Sourcing Specialist. We have invested in manufacturing of key products such as Corrugated, Stretchfilms, Tapes, Labels, Hygiene Tissue, Machinery, Point of Sales, Sack, Bags, E Commerce & Retail based products.

Candidates will attend a Zeus Group Location for 3 weeks learning about End-to-End manufacturing process, from design & specification, raw material procurement, Production Costings, Production Planning, Production Process, Quality control, Productivity & Efficiency, Managing Waste & Continuous Improvement, Health & Safety and the alignment of the sales process.

The Candidate needs to understand Product Design, Specification, Process, under-

**Objective:** Learn how products are made and their impact on sales.

**Project Output:** Develop a summary presentation on key learnings from the production process using a specific Job, Summarise the End to End process and provide areas of where things can be improved.

**Ownership:** Production Manager.

standing how Sales Leadership & Customer Management can help to drive efficiency & productivity.

### Key Training Requirements:

- Observe production processes and understand manufacturing capabilities.
- Understand End to End process – Design Process & Approval, Job Costings, Raw Material Requirements, Production Planning, Process & Conversion, Managing Waste, Health & Safety, Resource Planning, Quality Control, Production Fulfillment, Packaging, Palletisation, Job Scheduling & Dispatch.
- Understand Administration, Customer Service, Design, Planning, Procurement, Production, Transport & Logistics, Health & Safety, Quality Control & Finance teams.

## PROCUREMENT & SUPPLY CHAIN PROGRAMME

Well bought, is half sold. Understand the importance of our Supply Chain, Procurement & Commercial Teams. Engagement with our own production, but also our production partners. Understand the differing suppliers, capabilities, and product proposition.

Understand negotiation process, trading concessions and ensuring we are always delivering additional value to Zeus. Understand the importance of Margin Development, Category Management and how buyers are so important to the sales process.

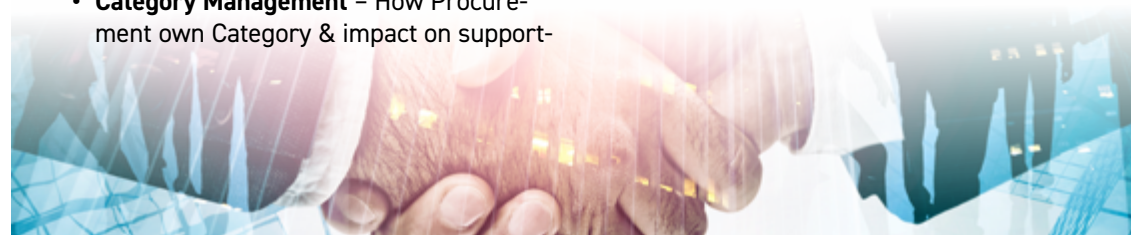
You will be given a category and own the management of that category, supplier negotiation & category development during this session.

### Key Training Requirements:

- **Vendor Management** – Supplier Meetings, Etiquette, Presentation & Selling of Our Business, Understanding Supplier Needs, Leveraging better deals, Supplier Negotiations, Terms Improvement, Tactical Activity, Promotion, New Products, Rebates, Payment Terms, Supplier Relationships, Understanding & Researching Suppliers, Price benchmarking, Checking Quality, Supplier Service Level Agreements, Product Training & Sales Support.
- **Category Management** – How Procurement own Category & impact on support-

ing Sales Growth. Margin Improvement Programs, Sales & Promotional Support, Marketing Support. Category Performance Reports & Supply Chain KPI's.

- **Freight Forwarding & Logistics** – Understanding Global Suppliers, Importation of Goods, Scheduling Global Production & Freight Time, Import Duty, Customs & Excise, Container Management. Container Costs, Devanning Costs & Supplier Terms. Costing out imported goods for customers. Understanding Foreign Exchange & Volatility of Import Costs.
- **Importance of Item Master Data** – Setting Up New Suppliers, Setting Up New products, Descriptions, Sales Channels, Cost Price Management, Setting List Pricing, Weights & Dims, Sustainability Information,
- **Global Sourcing Team** – Understand the network of procurement specialists within the business, signpost whom to talk to, understanding our capabilities, our own manufacturing capabilities, production partners with Zeus Investment
- **Understanding Stock Management** – Min Max Management, BeSpoke Stock Management, Importance of Managing Stock & Stock Turn KPI's, Treatment of Overstocks, Discontinued & Dead Stock. Cost Impact of Stock. How Sales can influence & impact stock control.
  - **New Product Development** and linking with Marketing, Sales to develop new opportunities





# Programme Structure 0-9 Months

1st

“

**Objective:** Understand Vendor Management, Item Master Data Management, Negotiation Techniques, Links to Sales Team, Managing Price Files, Managing supplier relationships, Supply Chain Costs, NPD, Stock Management

**Project Output:** Candidate to Own a 'Mini Category for 2-4 weeks' and develop improved terms with the supplier, also run a campaign on goods with sales growth target of 20%

**Ownership:** Procurement Manager.

”

## FINANCE & REPORTING PROGRAMME

Whilst Finance is often seen as a functional business partner support, it is important in sales to 'Know Your Numbers', understand the financial expectations and ensure you are monitoring Sales, Margin & Customer Spend performance.

Our Financial Team are key to any business. In this module you will learn about the importance of collecting money from our customers, you will undertake Credit Control activity. You will also work with the Finance Business partner on understanding reporting, margins by customer, sales trends, exception reporting and understanding the true cost of a Gross Margin.

You will understand fixed and variable costs, wages, transport, rent, finance costs and grasp the basic understanding of how to read & understand a Profit & Loss account.

### Key Training Requirements:

- **Credit Control** – Understanding Process, Account Set Up, Setting a Credit Limit, Customer Terms, Aged Debt Reporting, Chasing Customers for Payment, Interface with Sales Teams & Customer Service, Account on Hold, Bad Debts, Importance of Sales & Credit Control Communication and information. What happens when things go wrong.
- **Introduction to a P&L** – Understanding customer profitability, Sales & Margin analysis, Cost of Servicing a Customer, Sales Revenue Budgeting, Profitability Improvement. and basics of commercial pricing and margin calculation.
- **POWER BI Reporting** - Customer Account Reporting & Analysis.

“

**Objective:** Grasp financial metrics impacting sales decisions, including how pricing and margins are determined to ensure profitability. Importance of Credit Control & Communication between Credit Management & Sales.

**Project Output:** Prepare a basic profitability analysis for a sample Customer. Review the Products Sales & Margin, understanding the cost of servicing the account and work out a P&L for this customer. Present how a sales professional can improve margins & customer profitability through exception reporting.

**Ownership:** Finance Manager / Credit Control Manager

”

## SALES TRAINING MODULE PROGRAMME

This part of the training will be split into internal & external coaching. You will start by understanding your business, the market we operate within, our competitors and our customers. You will understand our strengths, weaknesses, opportunities and threats whilst also undertaken a SWOT analysis on the key competitors. You will research customer segmentation, research websites & buy the end of this training, you should be word perfect on our sector.

This is where you will embed the Cultural Values of Zeus and build the foundations of your sales career.



# Programme Structure 0-9 Months

1st

SALES TRAINING MODULE PROGRAMME

## Key Training Requirements:

### IMPORTANCE OF MARKET RESEARCH & SECTOR SPECIALISATION

- **Researching the Market** – You will research the marketplace we operate within. Using Internet, AI Tools, Social Media, Visiting Shows & Exhibitions you will build your knowledge of the market place.
- **Understanding Customers** –
  - **Research** - You will research our top 25 customers & bottom 25 customers, building information and knowledge on their proposition, their customers and the products they purchase.
  - **Needs** – You will understand Customer Needs – Product, Service, Sustainability, Price
- **Understanding our competitors** – You will research our Key Competitors, their proposition, people who work for them, products they sell, financial information, market intelligence, where they operate from, their key capabilities, develop a SWOT Analysis and compare with your understanding of Zeus.
- **Customer Segmentation** Understand the importance of Customer Type, Food Retail, General Retail, Manufacturing, Food Producer, E Commerce, Wholesale & Logistics, Distributor, Food Service, Pharmacy, Automotive, Government Services.

**Purpose:** Ensure Candidate truly understands the market opportunity, customers, competitors & product applications. Clear understanding that the training will be tailored around the chosen sector.

**Project Output:** Submit a sector research report outlining trends, challenges, and opportunities.



## PRODUCT TRAINING

Pending on the Category Specialisation, you will be engaged in product training within Industrial & Transit, Food Packaging, E Commerce, Speciality Packaging, Agricultural, Machinery.

The Key Objective is that a Candidate truly understand the product, the application, the Unique Selling Points, Features & Benefits & Importantly the Value it can offer customers.

The module will start to identify & condi-

tion the candidate on how to sell products.

### Understanding:

- Product Application
- Specification & Material
- Unique Selling Points
- Features & Benefits
- Customer Value
- How to Sell the Product

Product Training Modules should be with Suppliers, Existing Staff, Specialists.

See Separate Product Training Programme

# Programme Structure 0-9 Months

1<sup>st</sup>

## EXTERNAL SALES

- **Shadowing Regional Account Sales Team Members – Working with a Regional Account Manager** – Understanding Account Ledger & Revenue, Margin. Customer 80/20 Rule, Customer Visit Planning, Basket Spend Analysis, Journey Cycle, Planning a Call, Interaction exposure, approach & style, presentation of the company, pitching for product, sampling, pricing & quotations, Importance of observation, listening, people & contacts, identifying decision makers, opening and account, cold calling, working with customer service, credit control and sales management. Customer Records, Managing Pricing, Customer Complaints, managing a Prospect List, Planning Growth, Product Training & Understanding, Utilising Zeus Tools, Using Powerpoint, Sustainability. Increasing Spend & Asking for the order!
- **Shadowing Key National Account Management – Working with a National Account Manager** – Working with National Accounts, Contract & Price Management, Tender Process, Importance of Customer Service, & Commercial Alignment. Understanding Customer Needs, Project Management, Coordination of Stakeholders to support larger volume business, Regular & Disciplined Communication & Reporting, Understanding Demand & Peak Periods, Ensuring Stock Control & Be-Spoke Stock Management, Working with Designers, Continuous Improvement, Packaging Engineers. Customer Reviews, Record Keeping, Planning Regular Visits, Understanding Needs, Introducing stakeholder resources, monthly reports & keeping customer up to date, communication skills, utilising market activity to ensure alignment.
- **Account Set Up & Account Allocation** – Understanding Regional Accounts & National Accounts, Account Formatting – A Accounts, B Accounts & C Accounts. Credit Checks & Credit Control, Planning spend and credit risk, payment terms and key information. Supplier References



## INTERNAL SALES & SALES PLANNING

- **Proactive Telesales** – As part of the training, the candidate will undertake a 4 Week Telesales project. This will involve calling on dormant accounts, resurrection opportunities and converting to sales. Candidate will learn the basics of Cold Calling, Collecting Customer Information, Cleaning Records, Identifying Non Spending, Lower Spending & Dormant Accounts.
- **Introduction to Microsoft Dynamics CRM** for basic data entry and navigation. Candidate will receive training and understanding of the Group CRM System. Understanding setting up Accounts, Contacts, Leads & Lead Qualifications, Opportunity Management & Pipelines. Interaction, Communication & Stakeholder comms. Managing opportunities through to close.
- **Price Lists & Terms Management** – Understanding Margin Needs, Company Price Lists, Keeping Customer Prices Up to Date, Managing a supplier price increase, maximising Margin, customer record keeping, ERP System Management, negotiation tools, rebates, cash discounts, extended terms.
- **Customer Journey Planning** – You will be given a group of accounts within a business location and look to coordinate a journey plan of accounts within a region. Organisation Skills, Setting Appointments, Communicating with the Customer, setting the pitch, Understanding Customer Needs, Researching Accounts.
- **Cold Calling & Planning a Call** – As an exercise, the candidate will look to make 25 cold calls – Research the Account, Set up appointments, plan the pitch and ensure follow up & conversion to sales.
- **AI in the Sales Environment** – Basics of AI tools for sales, including AI-driven lead scoring, customer insights, and productivity enhancements (e.g., AI prompt engineering). Understand how AI can support sales processes, customer communication, research and improve efficiency.
- **Customer Record Keeping** – Pricing, Quotes, Correspondence, stakeholder communications, sample management, follow ups and CRM updates.
- **Understanding Customer Enquiries** – Responding to customer Enquiries, Communication, quotes, samples, literature, media, email writing, follow up, questions.
- **Packaging Design & Engineering** – Specification Understanding, How to Size up a Corrugated Product, determine the usage requirements, information required to source a new product, engagement with Packaging Engineers, Packaging Designers.
- **Product Sourcing** – Understanding the supply chain Team, Information available from across the business, sourcing knowledge & Expertise, Using AI Tools to learn, working with Commercial Teams. Understanding Costs & Margin Requirements to agree Selling Prices.



# Programme Structure 0-9 Months

1st

## THIRD PARTY TRAINING

**Single Sales Principle / Sales Academy** – External Training Investment with **Certification**.

- Understanding Customer Needs, Matching Needs with Credible Solutions, Adding Perceived Value
- Managing & preparing a sales pitch, The art of Negotiation, Listening & Understanding a customers business.
- Communications

- Key People – Who is the MAN –

Money

Authority

Need

**Six Sigma** – Continuous Improvement Green Belt Standard with **Certification**

**Formal Sales Training Modules**

- Introduction to B2B Selling & The Buyer Journey
- Understanding Customer Needs & Objection Handling
- Value Proposition Design

**Objective:** Learn foundational sales techniques, observe customer engagement, and become familiar with CRM as a core sales tool. Understand Zeus products & Services, Customers, Pricing, Reporting, Selling Tools, Planning a Pitch, Customer Pipeline Management, Account Management

**Project Output:**

- Document key takeaways from shadowing and propose one idea to enhance the sales process, plus complete a basic CRM data entry exercise.
- Telesales Exercise – Call 200 Customers & Sell a specific product – Sales Program
- COLD Calling - Visit 10 Customers over 2 days and capture opportunities.
- During your Sales Training, you will record every order you influenced.

**Ownership:** Sales Manager.

## MARKETING

**Key Training Requirements:** Introduction to branding, market positioning, campaign strategies, and how to utilise marketing resources (e.g., collateral, campaigns) to support sales efforts.

**Objective:** Understand how marketing supports sales through messaging and lead generation, and learn to leverage marketing assets.

**Project Output:** Develop a mock marketing pitch for a Zeus product or service, incorporating available marketing resources. Set up a campaign with the Marketing, Sales & Purchasing Managers – Launch to the sales team and drive sales growth over a 2 month period – You are the owner.

**Ownership:** Marketing Manager.

## IN THE FIELD On Your Own

Candidate will be provided with a ledger of regional Low Spending & Dormant Accounts, Candidate must present a Cold Calling List (Local Trading Estates, Business Parks & Prospect List).

Candidate will be left to set up appointments, build journey plans, ensure Account Set Up, CRM Logging, Telesales, Managing

**Objective:** You are on your own, Support from Sales Leadership, But go and build your business.

**Project Output:** Key Objective is to see how the candidate develops business and grows sales.



## 1st 9 Months Outcome

- No sales target, Expectation is purely about learning & Development, Behaviour & Cultural Attitudes, Ambition & Capability.
- Completion of Bronze Certification from the Sales Academy (Modules 1-7).
- Candidate should be ready to take on a regional role.
- Candidate will make a presentation to the Zeus Executive Team or Zeus Board.

### INTERVIEW PROCESS:

Candidate will be interviewed for the Regional Role & must prepare a full interview, presentation & strategy on how they will develop and grow a regional ledger.

# Programme Structure 9-18 Months

2<sup>nd</sup>

## Field Application – Regional Sales Representative

**Focus:** Apply learning in the field, take ownership of a geographic territory, and achieve early wins, while deepening skills in digital tools, analytics, and process improvement.

### ON GOING TRAINING & LEADERSHIP EXPECTATIONS TERRITORY & LEDGER ASSIGNMENT

**Key Training Requirements:** Assigned a geographic territory with an initial ledger target of €750k. Training on territory demographics, customer segmentation, and ledger management.

**Objective:** Develop accountability for a sales area and revenue target.

**Project Output:** Create a Territory Analysis Report with a 6-month action plan for the €750k target.

**Ownership:** Local Sales Manager / Coach.

## Ongoing Mentorship & Sales Shadowing

**Key Training Requirements:** Mentorship by a Local Business Leader or Senior Account Manager. Sales shadowing with Senior Reps (3–4 days each).

**Objective:** Peers will monitor & assess you - STANDARDS

**Project Output:** Submit a Shadowing Reflection Report with applications to their territory.

**Ownership:** Mentor and Local Coach.

## Core Sales Activities

(What we will be looking for)

**Key Training Requirements:** Account research, prospecting, solution presentation, and quote/proposal preparation.

**Objective:** Build skills in lead generation and converting prospects.

**Project Output:** Develop a Prospecting Portfolio for 10 potential clients.

**Ownership:** Local Sales Manager / Coach.

## Client Visits & Presentations

**Key Training Requirements:** Monthly client visits with presentations, focusing on presentation skills and follow-up.

**Objective:** Enhance confidence in customer interactions.

**Project Output:** Deliver a Client Visit Summary after each visit.

**Ownership:** Local Coach.

## Low-Spend Prospecting

**Key Training Requirements:** Focus on low-spend or dormant accounts for re-engagement.

**Objective:** Maximise revenue from underutilised accounts.

**Project Output:** Produce a Low-Spend Revival Plan for 5 accounts.

**Ownership:** Local Sales Manager / Coach.



# Programme Structure 9-18 Months

2<sup>nd</sup>

## CONTINUED FORMAL TRAINING MODULES

### Competitive Selling

**Key Training Requirements:** Understand competitor positioning and Zeus's value proposition.

**Objective:** Win deals in competitive environments.

**Project Output:** Present a competitive positioning strategy.

**Ownership:** Sales Trainer / Mentor.

### Pricing & Value Negotiation

**Key Training Requirements:** Learn pricing models and negotiation tactics.

**Objective:** Negotiate effectively while maintaining profitability.

**Project Output:** Simulate a negotiation scenario with pricing justification.

**Ownership:** Sales Trainer / Local Coach.

**Digital Tools: Microsoft Dynamics CRM (Advanced), Reporting, Account Planning (Pipeline), Playbook Practice**

**Key Training Requirements:** Advanced training on Microsoft Dynamics CRM for pipeline management, customer tracking, and custom reporting. Includes account

planning and playbook usage.

**Objective:** Achieve proficiency in CRM to enhance sales efficiency and forecasting accuracy.

**Project Output:** Submit a detailed Pipeline Report from Microsoft Dynamics CRM, showing accurate forecasting for their territory.

**Ownership:** IT/Sales Systems Trainer.

**Understanding Power BI & Exception Reporting on Sales Revenues, Margin & Customer Growth/Decline**

**Key Training Requirements:** Introduction to Power BI for data visualisation and analysis. Learn to create exception reports identifying anomalies in sales revenues, margins, and customer growth/decline trends.

**Objective:** Use data analytics to identify performance gaps and opportunities for improvement in their territory.

**Project Output:** Create a Power BI dashboard with exception reporting for their territory, highlighting key metrics (revenue, margin, growth/decline) and insights.

**Ownership:** Data Analyst / Sales Trainer.

### AI in the Sales Environment (Practical Application)

**Key Training Requirements:** Hands-on use of AI tools for sales forecasting, personalisation of pitches, and automating routine tasks (e.g., follow-up emails, lead prioritisation).

**Objective:** Leverage AI to increase productivity and improve sales outcomes.

**Project Output:** Implement an AI tool in a sales workflow (e.g., lead scoring) and present results of improved efficiency or conversion.

**Ownership:** Sales Trainer / IT Specialist.

### Utilising Marketing Resources to Improve Sales Capabilities

**Key Training Requirements:** Learn to collaborate with the marketing team to access and use resources like case studies, whitepapers, digital campaigns, and branded content to support sales efforts.

**Objective:** Enhance sales pitches and prospecting by integrating marketing insights and materials.

**Project Output:** Develop a sales campaign plan for a target account using marketing resources, detailing how these assets will drive engagement.

**Ownership:** Marketing Lead / Local Coach.

### Learning About Process & Continuous Improvement (Utilising your Six Sigma Training)

**Key Training Requirements:** Introduction to process improvement methodologies (e.g., Lean, Six Sigma) with foundational training toward Green Belt certification. Focus on identifying how you can assist customers by utilising these skills.

**Objective:** Understand the importance of continuous improvement and apply basic principles to streamline sales workflows.

**Project Output:** Identify a sales process inefficiency in a customer business (e.g., lead follow-up delays) and propose a process improvement plan using Green Belt principles.

**Ownership:** Process Improvement Specialist / Mentor.

### Sustainability Outcomes & Company Positioning (Storytelling)

**Key Training Requirements:** Training on Zeus's sustainability initiatives and storytelling in sales.

**Objective:** Position Zeus as a responsible partner.

**Project Output:** Craft a sustainability-focused sales pitch.

**Ownership:** Head of Sustainability / Marketing Lead.



# Programme Structure 9-18 Months

2<sup>nd</sup>



## 9-18 Month Outcome

- Achieve Sales KPIs for the €750k ledger at a Margin of 30%.
- Establish consistent reporting and pipeline structuring in CRM.
- Complete Silver Certification from the Sales Academy (Modules 8-11 + shadowing).
- Salary: €35-40k + Car Allocation upon 9 month completion.
- Candidate will receive a review and must formally interview for the role of Business Development Manager
- Candidate will make a presentation to the Zeus Executive Team or Zeus Board.

# Programme Structure 18 Months

3<sup>rd</sup>



## Are You Ready?: Business Development Manager

Focus: Drive significant commercial performance and strategic impact by owning a substantial account portfolio, while mastering advanced tools, pricing strategies, and process improvement for long-term growth.

### KEY COMPONENTS & TRAINING DETAILS FULL SALES TARGET / BUDGET OWNERSHIP

**Key Training Requirements:** Manage a portfolio starting at €2m, targeting €5m. Training on advanced account planning and forecasting.

**Objective:** Drive consistent growth in a competitive market.

**Project Output:** Submit a Portfolio Growth Strategy to scale from €2m to €5m.

**Ownership:** Local Sales Director / Mentor.

### Key Account Development & Management

**Key Training Requirements:** Focus on high-value accounts, account mapping, and stakeholder management.

**Objective:** Build strategic relationships for loyalty and advocacy.

**Project Output:** Develop a Key Account Plan for one major client.

**Ownership:** Local Sales Director / Coach.

### Cross-Selling & Upselling Opportunities

**Key Training Requirements:** Identify cross-sell/upsell opportunities using Zeus's portfolio.

**Objective:** Maximise account value through tailored offerings.

**Project Output:** Present a Cross-Sell/Upsell Proposal for a key account.

**Ownership:** Local Sales Manager / Mentor.

### Collaboration Across Business Units for Joint Solutions

**Key Training Requirements:** Work with other Zeus Businesses to deliver integrated solutions.

**Objective:** Leverage Zeus capabilities for complex client needs.

**Project Output:** Document a case study of a collaborative project.

**Ownership:** Local General Manager / Mentor.

### Strategic Account Plan (Final Year Project)

**Key Training Requirements:** Advanced training in strategic thinking and long-term planning.

**Objective:** Align sales efforts with broader Zeus goals.

**Project Output:** Present a Strategic Account Plan to the Zeus Leadership Panel.

**Ownership:** Mentor / Senior Sales Leader.

### Advanced Formal Training Modules

*Commercial Pricing, Calculating Margins, Working on Tenders & Large Contract Opportunities*

**Key Training Requirements:** Advanced training on commercial pricing strategies, margin optimisation, and preparing competitive bids for tenders and large contracts. Includes risk assessment and contract negotiation.

**Objective:** Equip graduates to handle high-stakes deals, ensuring profitability and compliance with client requirements.

**Project Output:** Prepare a mock tender proposal for a large contract opportunity, including pricing strategy, margin calculations, and risk analysis.

**Ownership:** Senior Sales Leader / Finance Manager.



# Programme Structure

## 18 Months Ongoing

3rd

### Power BI & Exception Reporting (Advanced Application)

**Key Training Requirements:** Advanced use of Power BI to create detailed dashboards and exception reports for strategic decision-making on sales revenues, margins, and customer trends across their portfolio.

**Objective:** Leverage analytics to drive portfolio growth and address underperformance proactively.

**Project Output:** Develop an advanced Power BI dashboard for their €2m+ portfolio, identifying key exceptions and proposing corrective actions.

**Ownership:** Data Analyst / Sales Trainer.

### AI in the Sales Environment (Strategic Integration)

**Key Training Requirements:** Strategic use of AI for predictive analytics, customer segmentation, and personalised account strategies for key accounts.

**Objective:** Integrate AI as a core component of sales strategy to enhance decision-making and client outcomes.

**Project Output:** Present a case study on how AI was used to improve a key account relationship or portfolio performance.

**Ownership:** Sales Trainer / IT Specialist.

### Utilising Marketing Resources to Improve Sales Capabilities (Advanced)

**Key Training Requirements:** Advanced collaboration with marketing to co-create targeted campaigns, thought leadership content, and account-based marketing (ABM) strategies for key accounts.

**Objective:** Drive larger deals and deeper client engagement through integrated sales and marketing efforts.

**Project Output:** Design an ABM campaign for a key account, leveraging marketing resources, and outline expected sales outcomes.

**Ownership:** Marketing Lead / Senior Sales Leader.

### Process & Continuous Improvement

**Key Training Requirements:** Demonstrate Customer Value through Lean Six Sigma. Focus on leading a process improvement initiative within their sales portfolio or territory.

**Objective:** Drive efficiency and effectiveness in sales operations through certified process improvement expertise.

**Project Output:** Lead a Green Belt project to improve a specific sales process (e.g., proposal turnaround time) and present results, including measurable impact.

**Ownership:** Process Improvement Specialist / Mentor.

## MODULES

### STRATEGIC GROWTH PITCH

**Key Training Requirements:** Training on executive-level communication and pitching.

**Objective:** Influence leadership with a data-driven vision.

**Project Output:** Deliver a Strategic Growth Pitch to the Zeus Leadership Panel.

**Ownership:** Senior Sales Leader / Mentor.

### Key Account Growth Stories

- **Key Training Requirements:** Guidance on storytelling and results quantification.
- **Objective:** Prove impact through real-world examples.
- **Project Output:** Present 1-2 Key Account Growth Stories.
- **Ownership:** Local Coach / Mentor.



### Gold Certification Training Modules (Sales Academy)

**Key Training Requirements:** Advanced modules on strategic account management and leadership.

**Objective:** Achieve mastery in sales competencies.

**Project Output:** Complete modules and assessments for Gold Certification.

**Ownership:** Sales Academy Coordinator / Mentor.



# Programme Structure After 18 Months

3<sup>rd</sup>



## Final Outcome

- Achieve full sales target ownership with a portfolio starting at €2m, targeting €5m.
- Successfully manage and grow key accounts with documented results.
- Deliver a Strategic Growth Pitch and Key Account Growth Stories to the Zeus Leadership Panel.
- Qualify for Gold Certification from the Sales Academy.
- Salary: Up to €50k based on engagement, attitude, and behaviours.

*Candidate will make a presentation to the Zeus Executive Team or Zeus Board.*

# Graduate Sales Development Programme

## Mentor Checklist

This checklist is designed for Programme Mentors to track and ensure the completion of each module within the Graduate Sales Development Programme. It includes module headings, key objectives, expected outcomes, and project deliverables. Tick boxes are provided for easy progress tracking.

Module Heading	Key Objectives	Expected Outcomes	Project / Deliverable	Completed (✓)
<b>Induction</b>	Introduce Zeus history, culture, values, IT, HR, and business functions.	Candidate understands company structure, culture, and can articulate value proposition.	Corporate presentation of Zeus Group.	<input type="checkbox"/>
<b>Customer Service</b>	Develop skills in service excellence, ERP use, customer communication, and link-selling.	Candidate demonstrates strong service skills and process accuracy.	Written report proposing service level improvements.	<input type="checkbox"/>
<b>Operations &amp; Warehousing</b>	Learn order flow, WMS systems, stock management, KPI impact on sales.	Candidate understands warehouse processes and their effect on customer satisfaction.	Report highlighting inefficiencies and proposed solutions.	<input type="checkbox"/>
<b>Production &amp; Manufacturing</b>	Gain exposure to end-to-end production, product design, quality control, and efficiency.	Candidate understands product lifecycle and manufacturing impact on sales.	Presentation on a job's end-to-end process with improvement ideas.	<input type="checkbox"/>
<b>Procurement &amp; Supply Chain</b>	Vendor management, category ownership, negotiation, global sourcing, logistics.	Candidate develops negotiation and supply chain management skills.	Manage a mini-category, improve terms, and run a sales growth campaign (+20%).	<input type="checkbox"/>

Module Heading	Key Objectives	Expected Outcomes	Project / Deliverable	Completed (✓)
<b>Finance &amp; Reporting</b>	Understand P&L, credit control, customer profitability, and reporting.	Candidate can analyse financial performance and profitability impact.	Profitability analysis of a sample customer with margin improvement ideas.	<input type="checkbox"/>
<b>Sales Training</b>	Develop sales foundations: market research, product training, internal & external sales, CRM, negotiation.	Candidate demonstrates core sales competencies and CRM proficiency.	Research report, product knowledge test, telesales exercise, cold calling visits.	<input type="checkbox"/>
<b>Third-Party Training</b>	Formal sales & Six Sigma Green Belt certification.	Candidate gains professional certification and applies concepts.	Completion certificates + application of learning.	<input type="checkbox"/>
<b>Marketing</b>	Learn branding, positioning, campaigns, and marketing's role in sales.	Candidate understands marketing's role in driving sales.	Mock marketing pitch & sales campaign.	<input type="checkbox"/>
<b>In the Field</b>	Independently manage dormant/prospect accounts, build pipeline.	Candidate demonstrates ability to generate sales opportunities autonomously.	Report on business growth from accounts.	<input type="checkbox"/>
<b>9-18 Months: Regional Sales Rep</b>	Territory management, sales KPIs, CRM & Power BI advanced training.	Candidate delivers €750k ledger at 30% margin; Silver Certification.	Territory Plan, Prospecting Portfolio, Power BI Dashboard, Negotiation Simulation.	<input type="checkbox"/>
<b>End Goal: Business Development Manager</b>	Full portfolio ownership, strategic accounts, advanced analytics, AI, ABM.	Candidate delivers portfolio growth; Gold Certification.	Portfolio Growth Strategy, Key Account Plan, ABM Campaign, Tender Proposal, Growth Pitch.	<input type="checkbox"/>

for more information or to apply now..



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to apply now!*



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# ***Zeus***

We Make. We Supply. We Deliver.