



## **Imparta a Top 20 'Hit' in List of Sales Training Companies**

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**24 February, LONDON**

Imparta has been named as one of 20 unranked leaders in sales training, as evaluated and named in trainingindustry.com's Top 20 list for 2011. This annual listing of the top sales training companies is compiled to help corporate buyers procure potential suppliers: selection is based on levels of excellence achieved in delivering outstanding service, superior sales training and improving the impact of the sales organisation.

"These companies are the best of the best for improving your company's top line by enhancing the effectiveness of your sales organisation", says Doug Harward, CEO Training Industry, Inc.

"Business impact is our reason for being", commented Richard Barkey, Imparta CEO, "So validation by independent experts couldn't be more important to us. With pressure on company costs, corporate buyers expect to see how training investment impacts business results. This is much talked about in companies, but not often achieved – we've spent years developing the methods to make learning stick and that takes a series of activities, not just short learning 'events'".

Ken Taylor, Chief Operating Officer, Training Industry, Inc. stated: "Our 2011 top 20 list covers companies who provide a broad spectrum of products and services focused on sales training. From complete custom solutions to ongoing coaching and support, the Top 20 Sales Training Companies do it all."

Richard Barkey continued: "At Imparta we have a raft of components in our Capability Building System and clients can draw on those they need, depending on what they wish to do internally and what they wish to outsource. However, we make sure all activity is blended into a carefully planned process, as we know from experience that this is the only way to convert sales training into practical action. Tools we use include those at the start of the learning process, for example competency and assessment tools to benchmark and track performance, to those which measure the results of applied learning in business impact and ROI."

"Sales training is becoming more sophisticated globally, and the success of our approach has attracted new international partners seeking to outperform competitors in their own markets. This Top 20 listing provides great assurance for clients coming to us for the first time."

Trainingindustry.com frequently reviews, surveys and assesses sales training companies and gaining entry into the Top 20 was from an evaluation based on:

- Breadth and innovation in services and delivery methods offered
- Industry recognition and impact on sales training industry
- Strength of clients served
- Geographic reach and participants trained
- Company size and growth potential

## **About Imparta Ltd.**

Imparta improves its clients' business performance in the areas of sales, marketing and service, using highly practical and researched approaches, and an integrated solution that goes well beyond simple training interventions. Imparta's Capability Building<sup>®</sup> system combines assessment, training, coaching, application tools and impact measurement, using leading-edge technologies to create sustainable performance improvement.

Founded in 1997 by Richard Barkey, a British national with a Harvard MBA and seven years experience at McKinsey & Co, Imparta is based in London but operates globally. Clients include GE (Imparta is a primary provider of sales training to GE's global salesforce), Telefonica O2 (for whom Imparta runs a major Sales Academy, a Marketing Academy, and Retail Academy), Lloyds Banking Group, Intelsat, Hewlett Packard, Alcatel-Lucent, Intel, and the WPP Group. Imparta is backed by GE Capital, and the Board includes senior professors from INSEAD and London Business School. The company runs its own internal Sales Academy and this has contributed to strong growth throughout the recession.

In early 2010, Imparta acquired The Procter Consultancy Ltd., which has provided training, support and consultancy in the Service Delivery world for the last 30 years. Procter is a leader in the customer contact market, and has helped set up direct channel pioneers such as British Airways, Direct Line, Royal Bank of Scotland and Virgin Direct. At the core of Procter's proposition is the ability to differentiate a service or sales proposition on the strength of a company's customer experience. Procter currently enjoys relationships across private and public sector with clients such as Barclays Bank, Lloyds Banking Group, Volkswagen Group, the Ministry of Defence and several Police forces.