Navanter Ltd Press Overview

**The Navanter story and key facts**



Navanter was founded in 2011 as Naturally Sales Ltd, a small training company helping organisations to sell more successfully. Originally set up by Neil Shorney as a part-time venture alongside his existing employment, Neil was surprised how quickly success came, winning business in the UK, Singapore, USA, Dubai and Germany in the first year of operation.

In 2017, Naturally Sales rebranded as Navanter, a Latin word meaning "with zeal and enthusiasm", in recognition of the evolving path the organisation was taking away from being a generalist sales training company, towards being a unique specialist with a passion for bringing a strategic focus onto the entire customer journey, from first contact through to becoming a loyal advocate.

After extensive consultations with industry experts and business leaders from diverse sectors across the world, Navanter now specialises in just two areas:

1. Our unique Sales-PM Fusion™ solution
2. Sales methodology implementation

**Products & services**

Sales-PM Fusion™ is the product of one man with a unique view on business: equal insight into the worlds of Sales and Project Management. Neil Shorney worked for the world’s largest project management training consultancy, splitting his role between leading a highly successful sales team, and working with project managers from around the globe to manage their projects more effectively.

Neil realised very quickly that many of the frustrations of salespeople (and their managers) could be solved by using a more strategic approach, akin to that used by the world’s leading project professionals. At the same time, he noticed that project professionals themselves could benefit massively from the communication skills, curiosity, and solution-focused mind-set of the world’s leading salespeople.

And so, Sales-PM fusion was born. A complete methodology to bring together the skill sets of salespeople and project managers in a package which makes both roles more effective, whilst creating a cohesion in the organisation which gives the customer exactly what they need and turns them into loyal advocates.

As well as our flagship product, we are experts in implementing comprehensive sales methodologies across organisations, to drive salesperson productivity, management insights, and business results.