Sales training doesn't have to suck: Make it relevant and engaging



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Welcome/Agenda

- One size does not fit all
- Less is more
- Make it stick

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Speakers



Tom Latta
Director of Sales, Janrain



Scott Olsen
Principal, The Olsen Group



Moderator: Scott Herber
EVP, VIA

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One size does not fit all.

Different needs across different roles



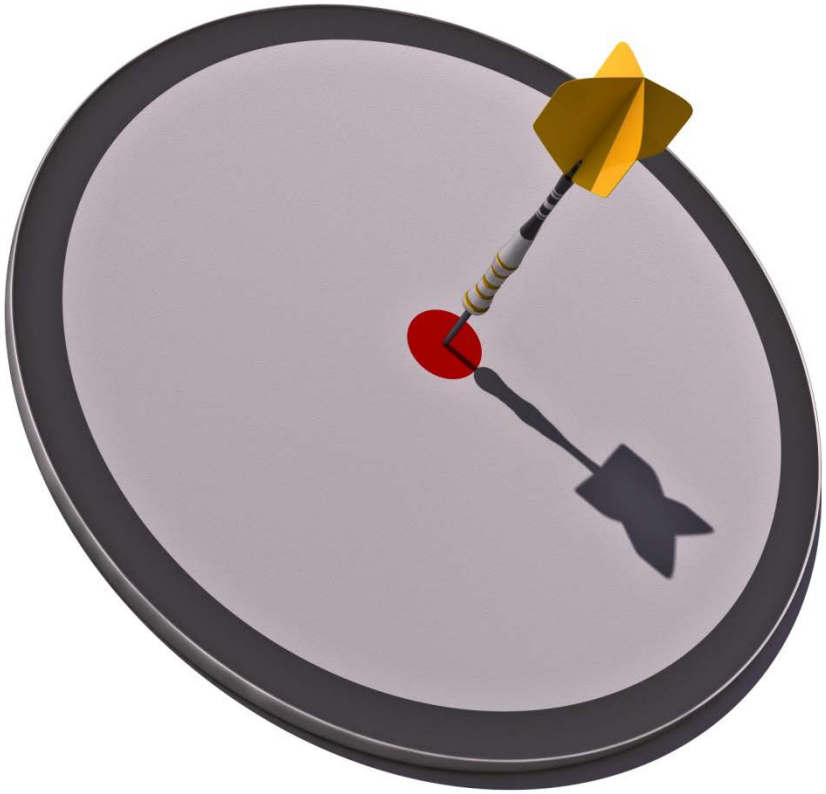
Examples:

- Inside sales
- Outside sales
- Big Sales
- Small Sales
- Length of the sales cycle

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Determining the right training solution for your company



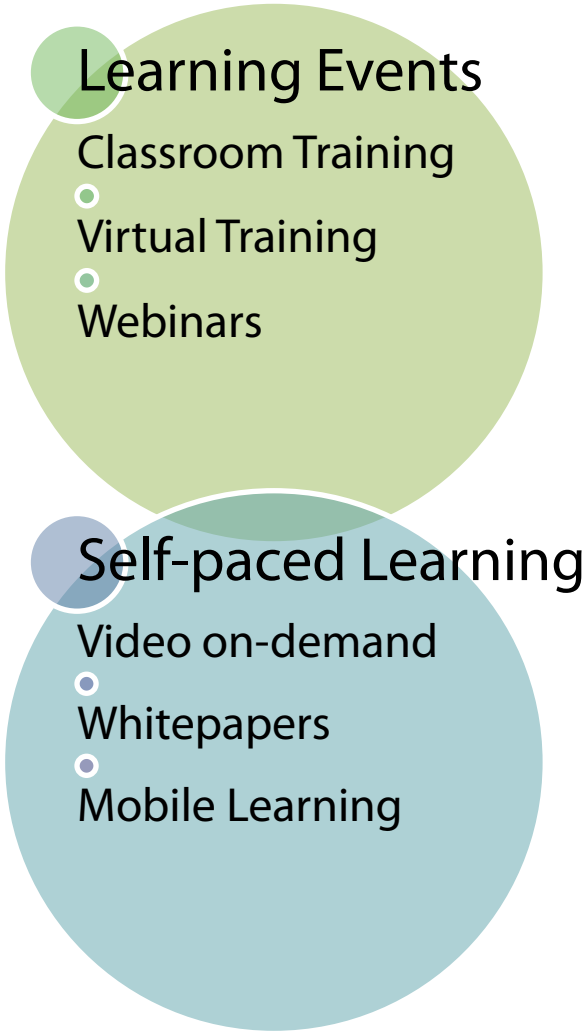
Right Audience
+ Right Mindset
+ Right Content

= Results

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Blended is Best



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Gather feedback and analytics



Build on what they are doing right.

What's working and what can be improved?

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Less is more.

Getting over the ugh factor!



- Keep it short, interactive and relevant
- Share success stories to gain credibility
- Start strong! Hit the ground running.

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Adoption, action and applicability

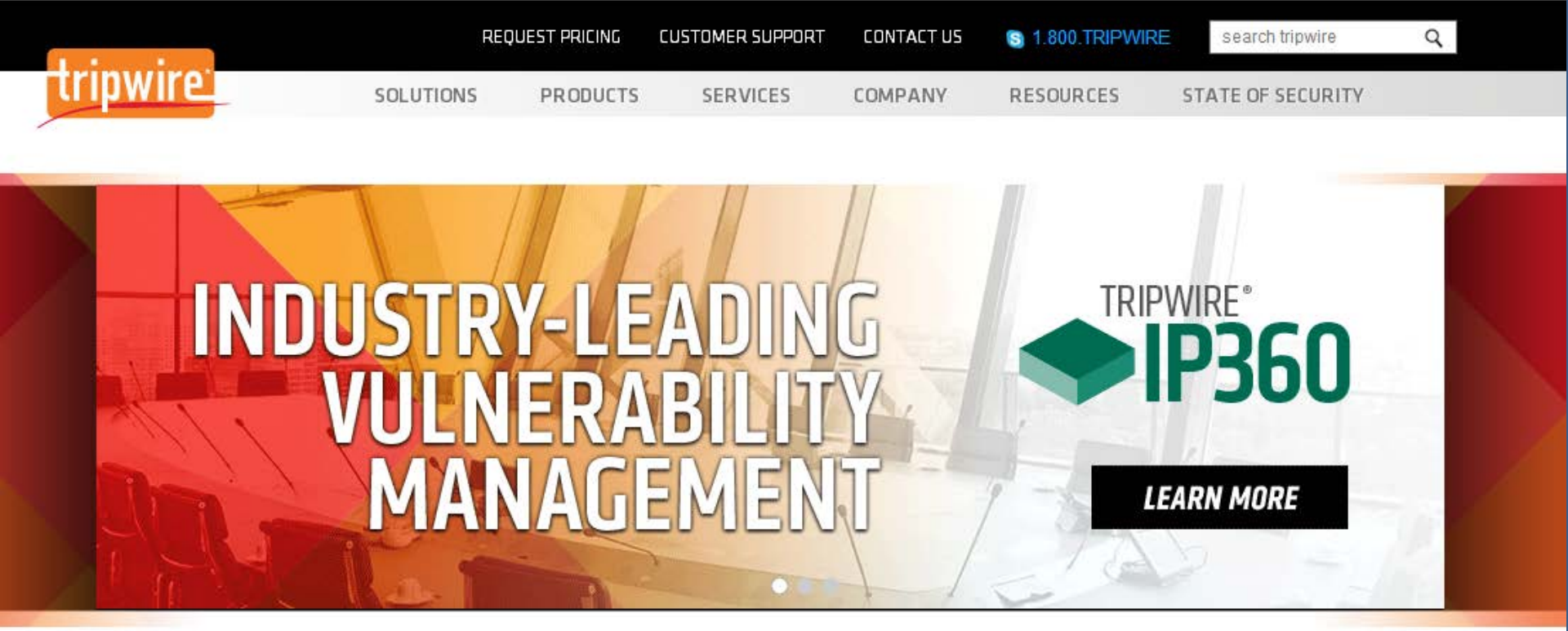


Make it meaningful, practical and engaging

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- Complex B2B security solution sale (product and services)
- Blended sales model involving cooperation between 25+ inside and 20+ field sales
- Proper qualification and discovery process a must
- No group wide sales training delivered in 3+ years
- Sharing successes built momentum
- Resulted in dramatic pipeline growth

TL



- 30 field sales people nationwide
- B2B, complex, high dollar deals
- Only top deals got support
- Implemented an Opportunity Strategy "Sheet“
- Stimulated creative thinking and increased win rate

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Make it stick.

The importance of reinforcing training



In traditional training, 80 percent of what employees learn is forgotten within 30 days if the training is not reinforced and incorporated into daily work habits.

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Technology to the rescue

- Just in time
- Little reminders
- Make it easy to digest

Example 1

A new media company sends a customer service tip each day to its call center employees via email.

Example 2

A company delivers new product details converting information to text, video clips and animation, then delivers the information in a sequenced fashion to the salesforce via smartphones.

Example 3

A company tailors its CRM to include reports and other resources to support and reinforce the new training methodology.

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On-demand Sales Support

Mobilepaks:

- Available on multiple platforms
- Opportunity specific
- Powerful search
- Real-time sync



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Summary/Q&A

- What we covered today
- Questions from our audience?



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Thank you for attending.

A copy of the presentation will be sent out shortly.

Join us for our next webinar:

- 11/6 Sales Enablement – Evolving from random acts to a holistic system

For more information, contact us at
info@mobilepaks.com

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