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The Science of Sales Enablement

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Speakers



Chanin Ballance

President & CEO, MobilePaks
Prior CEO of VIA, Inc. and The Language Company



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Co-author, *Conversations That Win the Complex Sale* and *Customer Message Management*
Chief Marketing and Strategy Officer, Corporate Visions

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Agenda

- The Science of Decision Making
  Creating the Right Story for Selling
- The Science of Learning
  Getting Your Sellers Up to Speed Quickly
- Applying the Science of Sales Enablement
  to Your Content Assets

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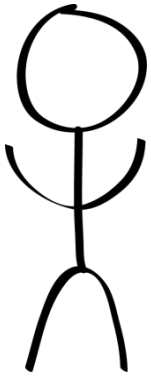
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The Science of Decision-Making

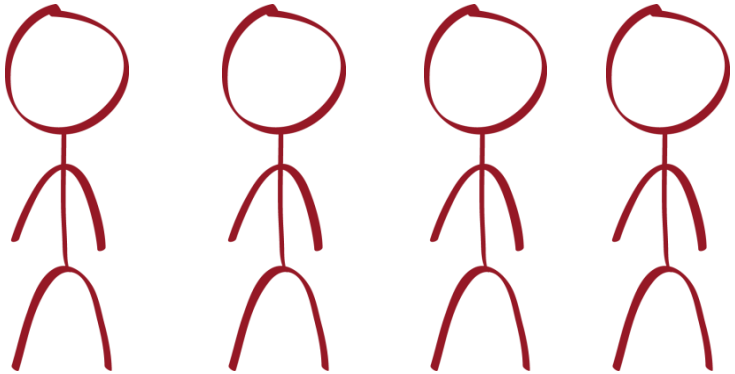
Creating the right story for selling



Seller Profiles



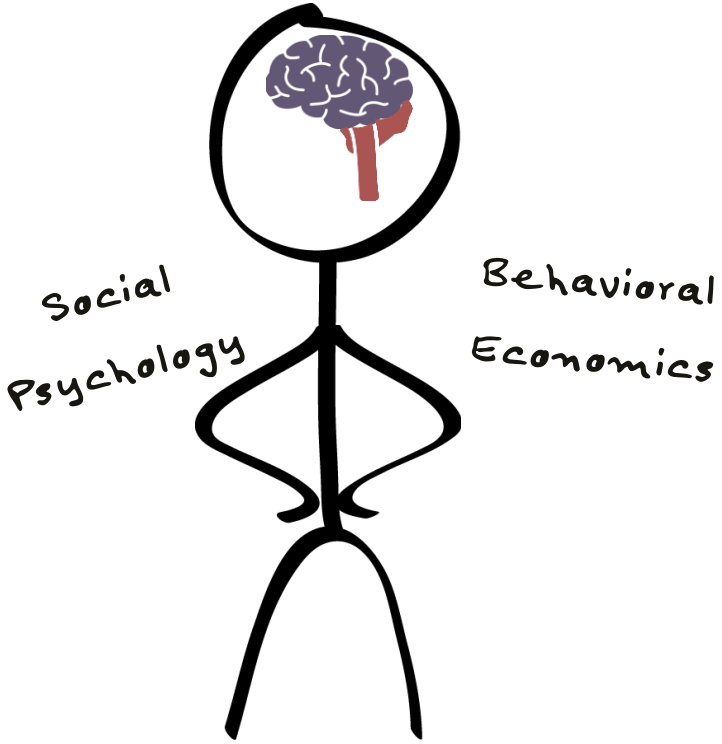
Winner



Losers

Best Practices Imitation

Business Buyer

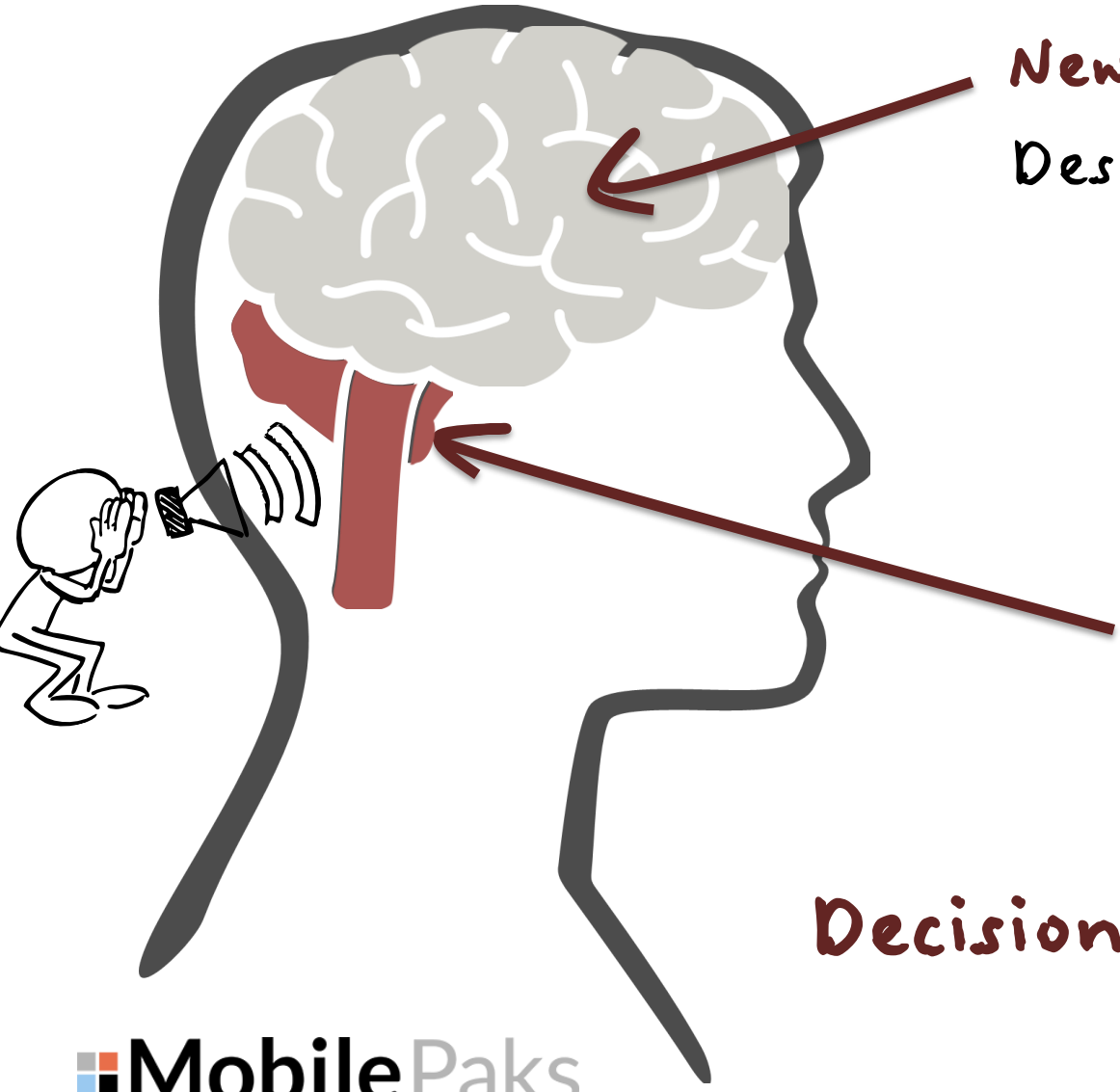


Neuroscience

Decision-Making Science

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Neuroscience



New Brain

Designed for Analysis

Old Brain

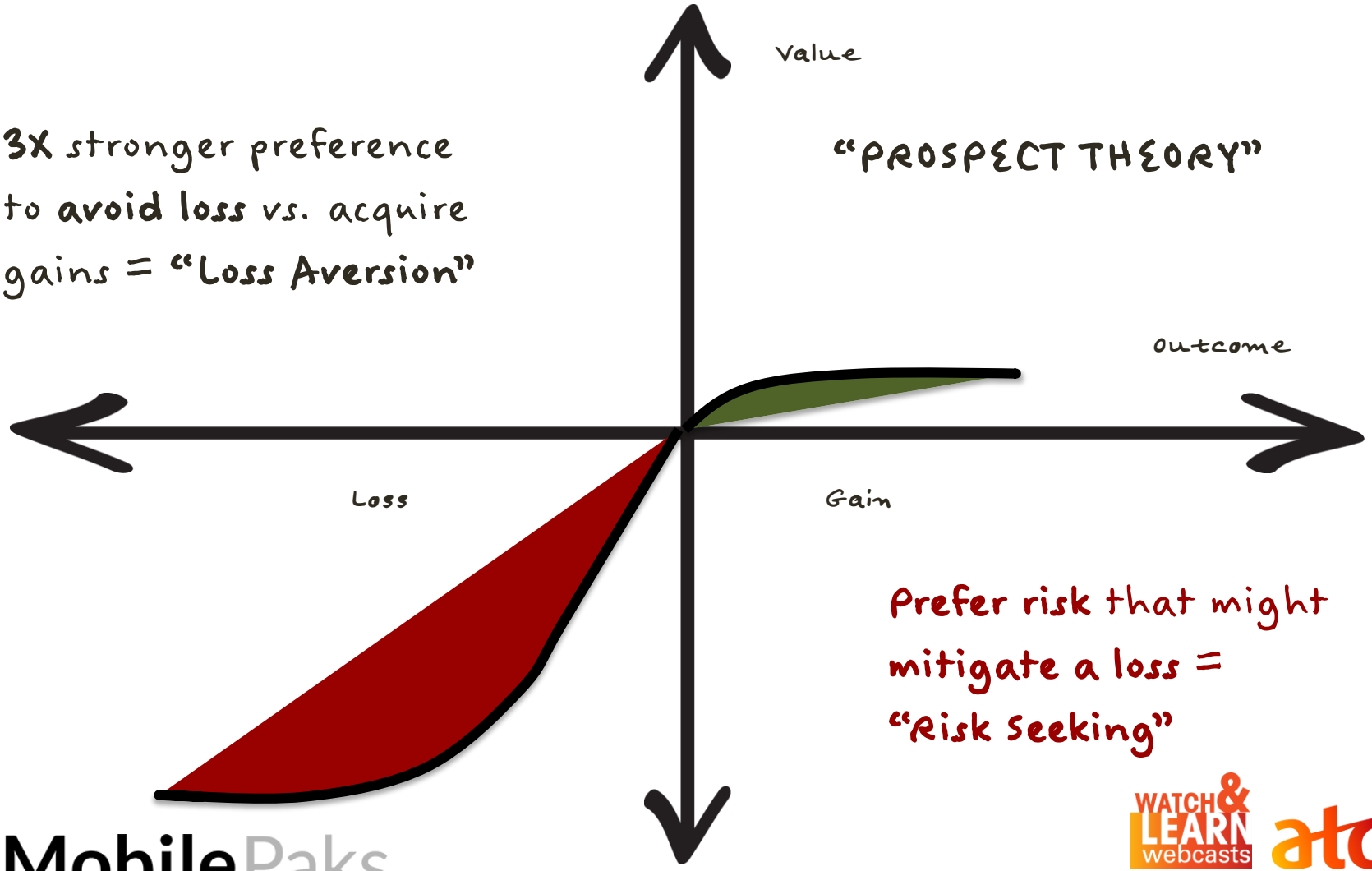
Designed for Survival

Decision-Making Engine

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Social Psychology



3X stronger preference to avoid loss vs. acquire gains = "Loss Aversion"

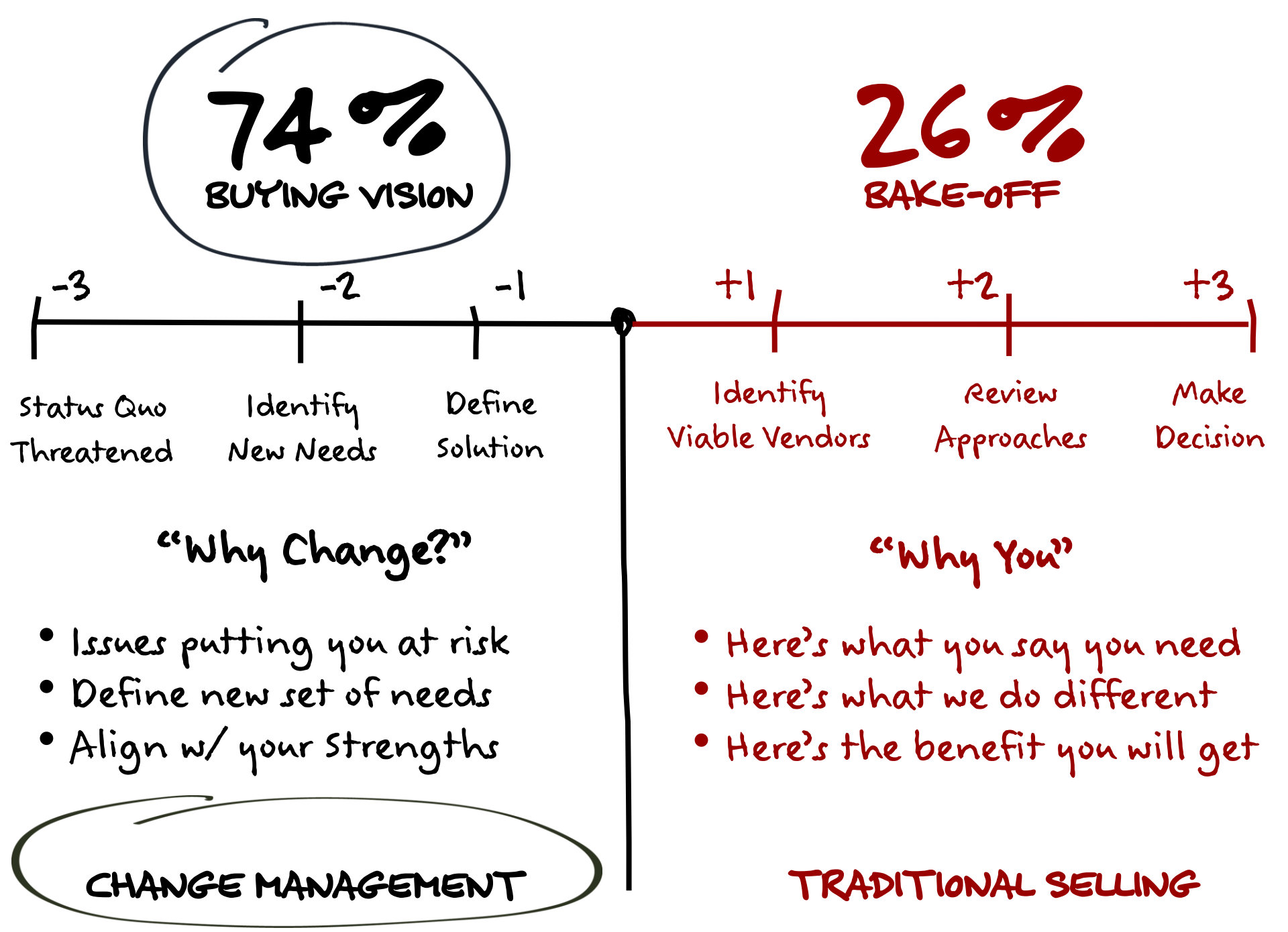
"PROSPECT THEORY"

Prefer risk that might mitigate a loss = "Risk Seeking"

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Kahneman, D. and Tversky, A. (1984). "Choices, Values, and Frames."
American Psychologist **39** (4): 341–350


74%
BUYING VISION
26%
BAKE-OFF
-3
-2
-1
+1
+2
+3
Status Quo Threatened
Identify New Needs
Define Solution
Identify Viable Vendors
Review Approaches
Make Decision
"Why Change?"
• Issues putting you at risk
• Define new set of needs
• Align w/ your Strengths
"Why You"
• Here's what you say you need
• Here's what we do different
• Here's the benefit you will get
CHANGE MANAGEMENT
TRADITIONAL SELLING



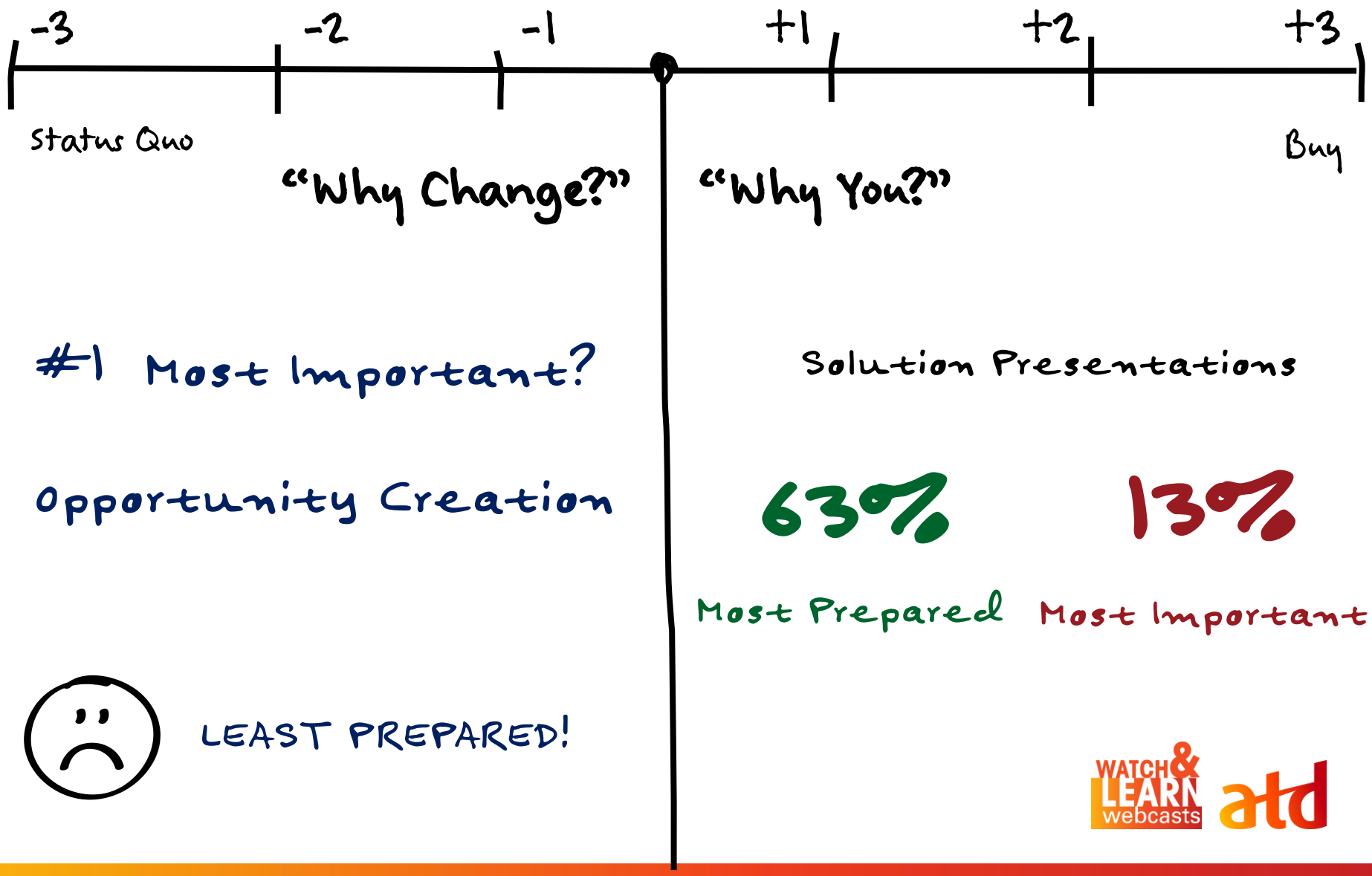
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Only 11%

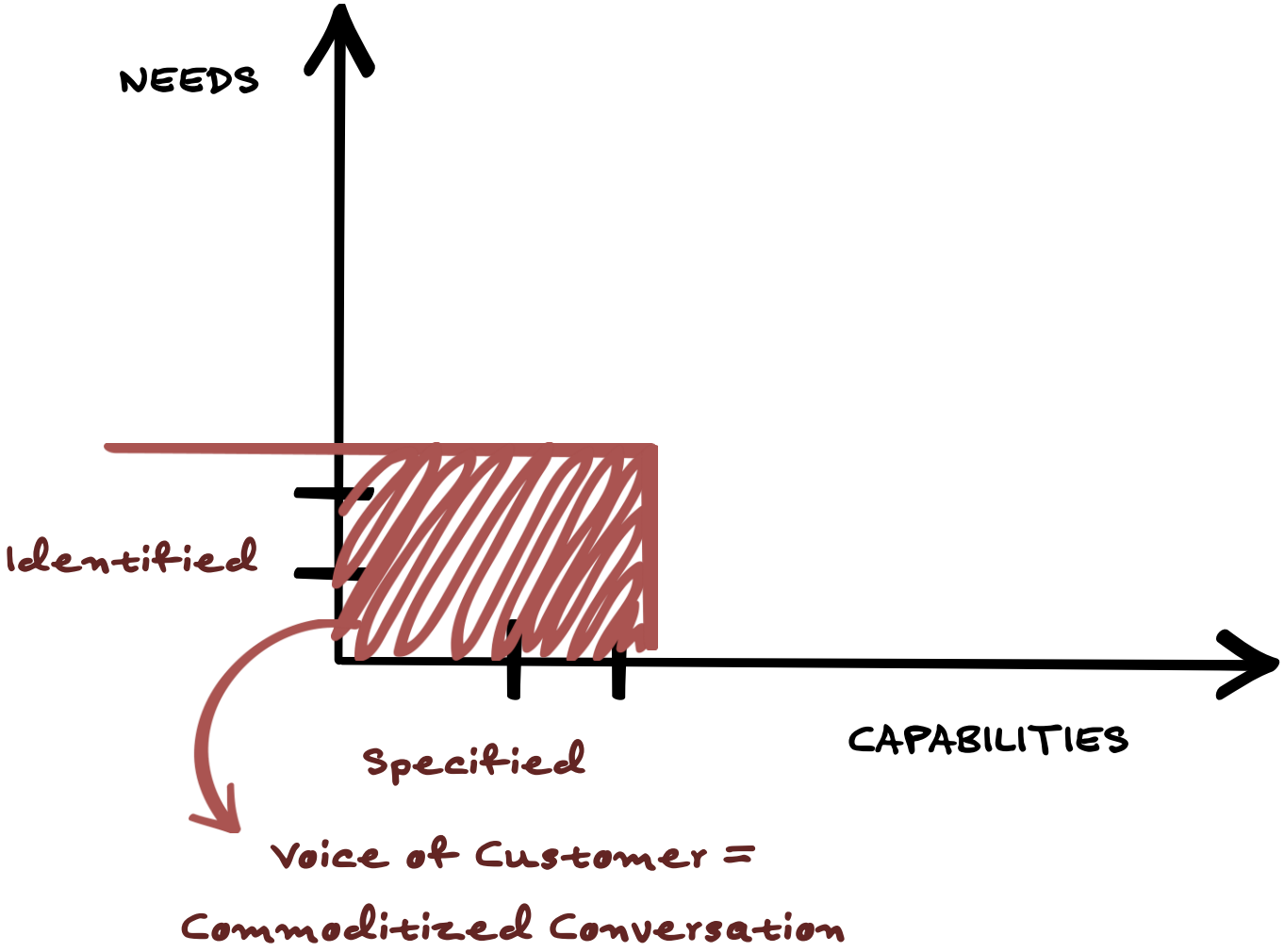
Get a second call



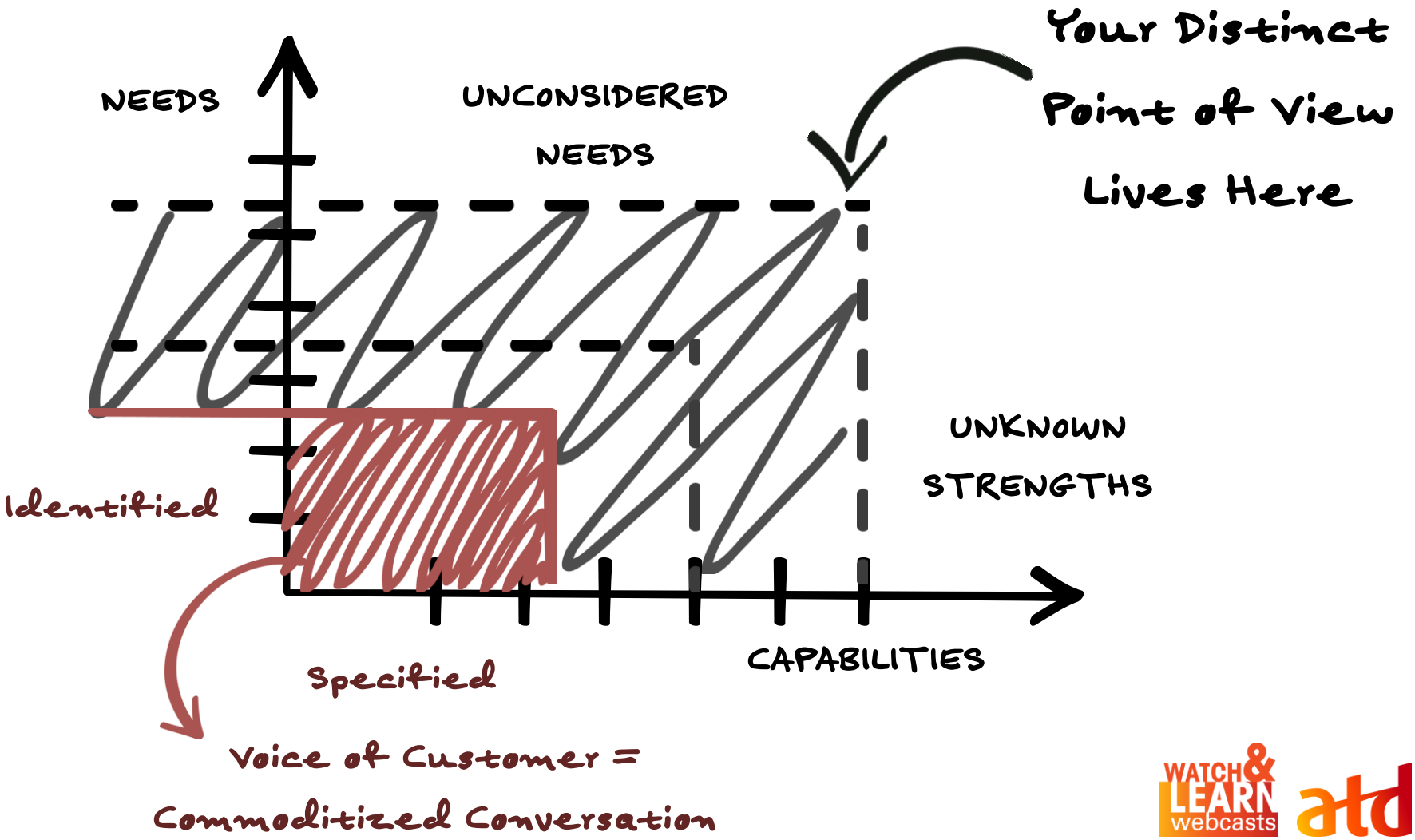
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-3
-2
-1
+1
+2
+3
Status Quo
Buy
"Why Change?"
"Why You?"
#1 Most Important?
Opportunity Creation
LEAST PREPARED!
Solution Presentations
63%
Most Prepared
13%
Most Important

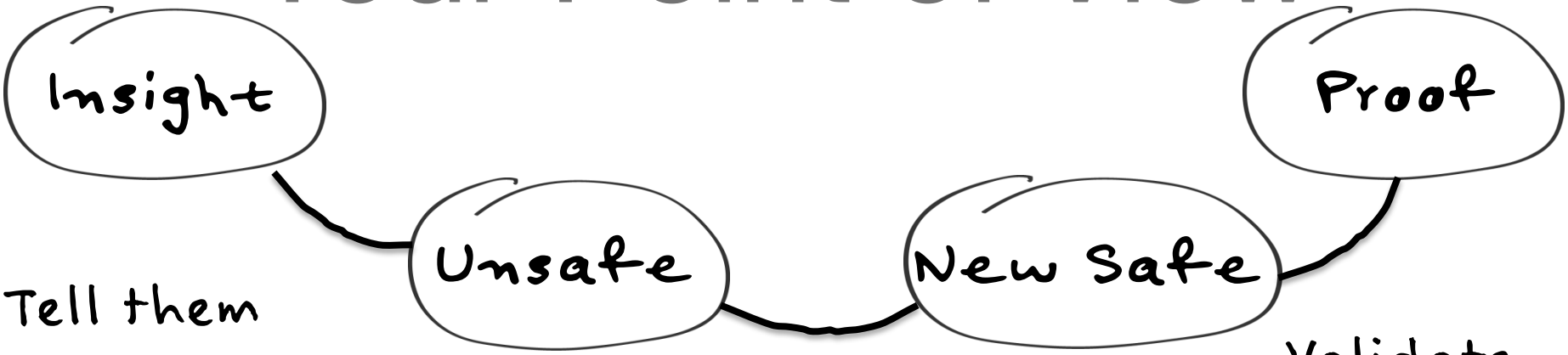
Creating a Buying Vision



Creating a Buying Vision



Your Point of View



Tell them something they didn't know to create concern

Make status quo unsafe to create context for urgency

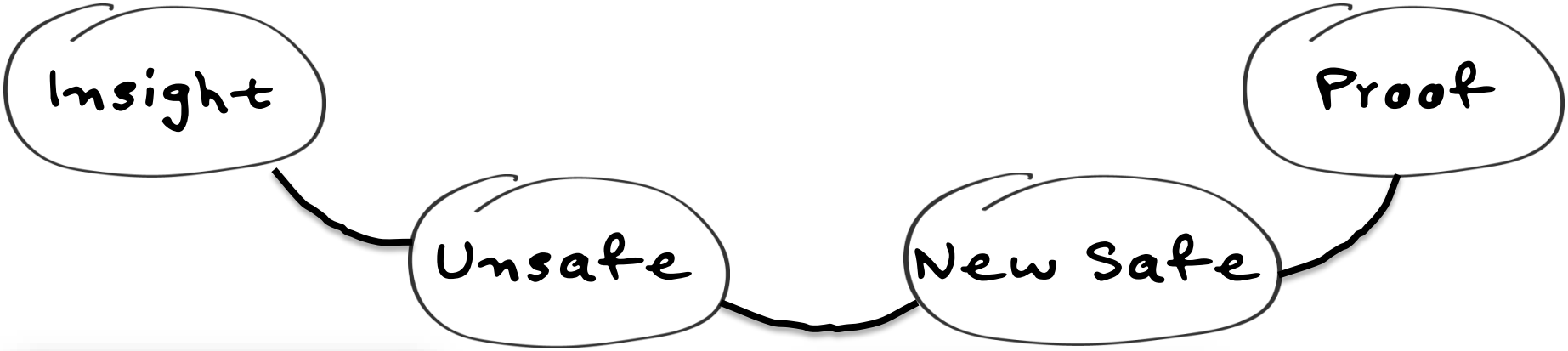
Show clear contrasting new way to show value for change

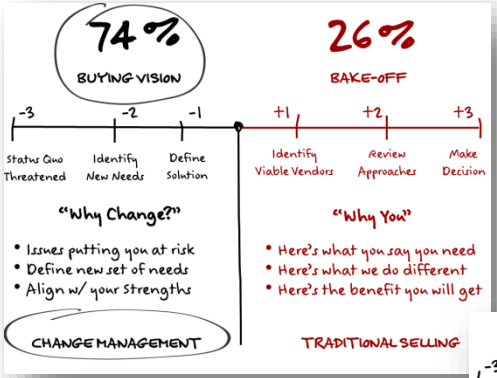
Validate your POV with 3rd party story with contrast

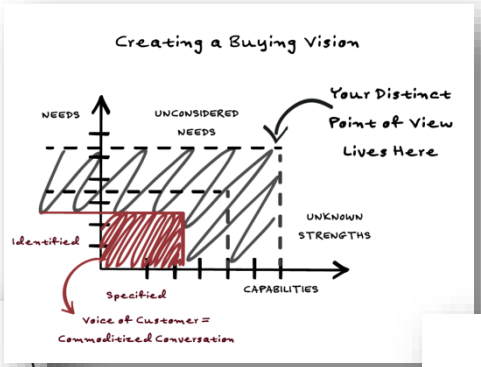
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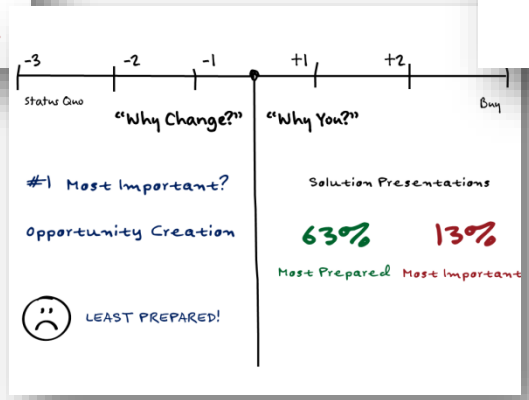
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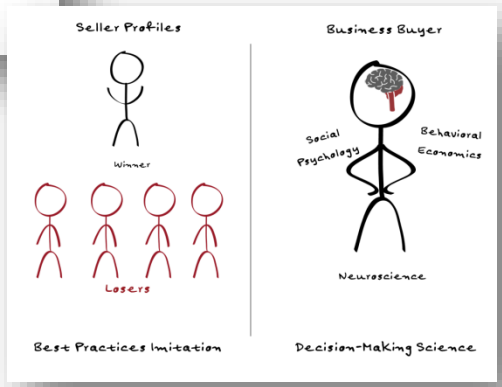
Your Point of View











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The Science of Learning

Getting you sellers up to speed quickly to sell your unique point of view



Learning Basics

catch, code and remember



Attention



Encoding



Storage

Builds up with studying and use



Retrieval

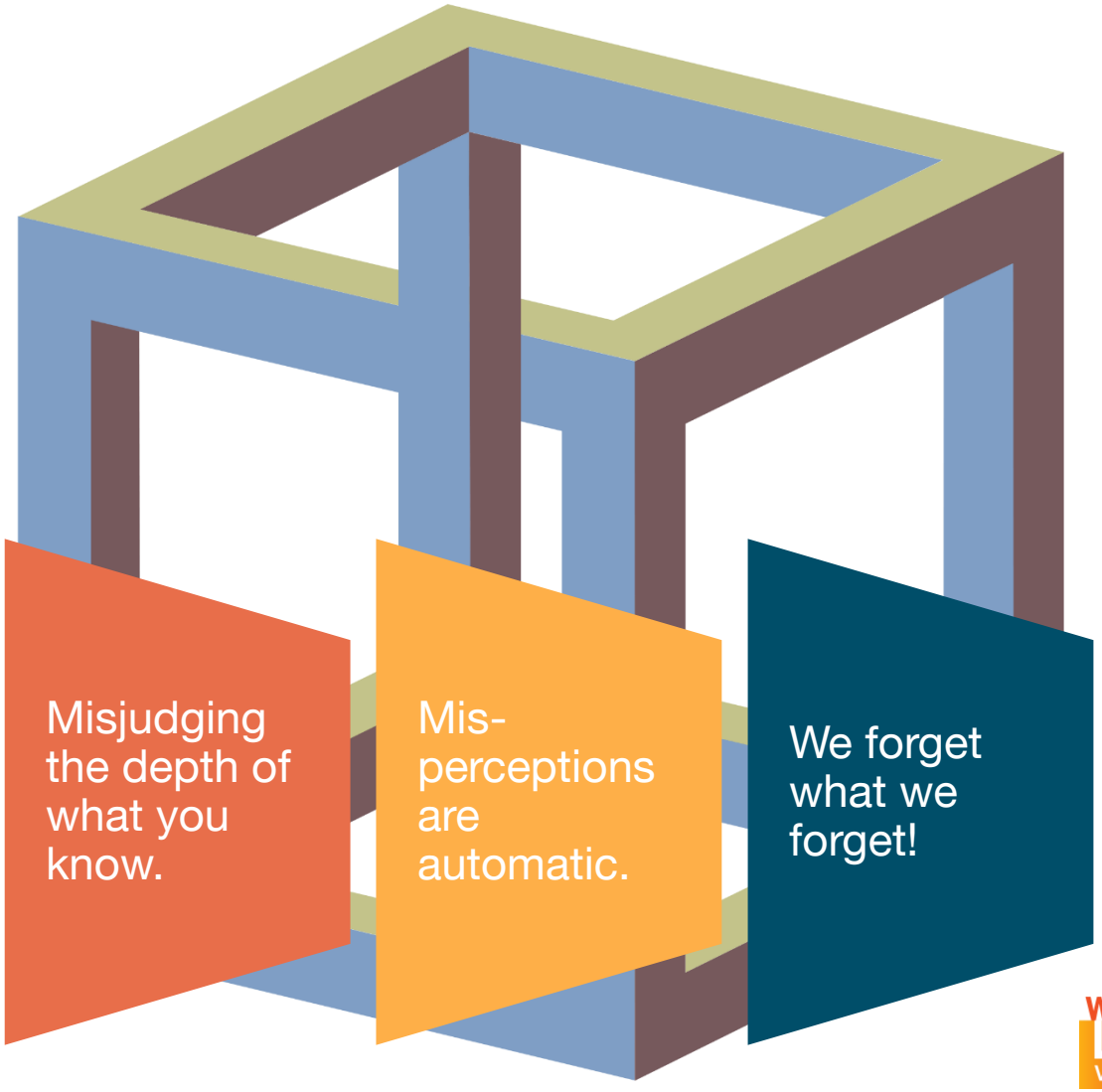
How easy it comes to mind

Memory Strength

Forgetting: Nature's Spam Filter

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Beware Fluency Illusions



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Retention Science



Short chunks of knowledge



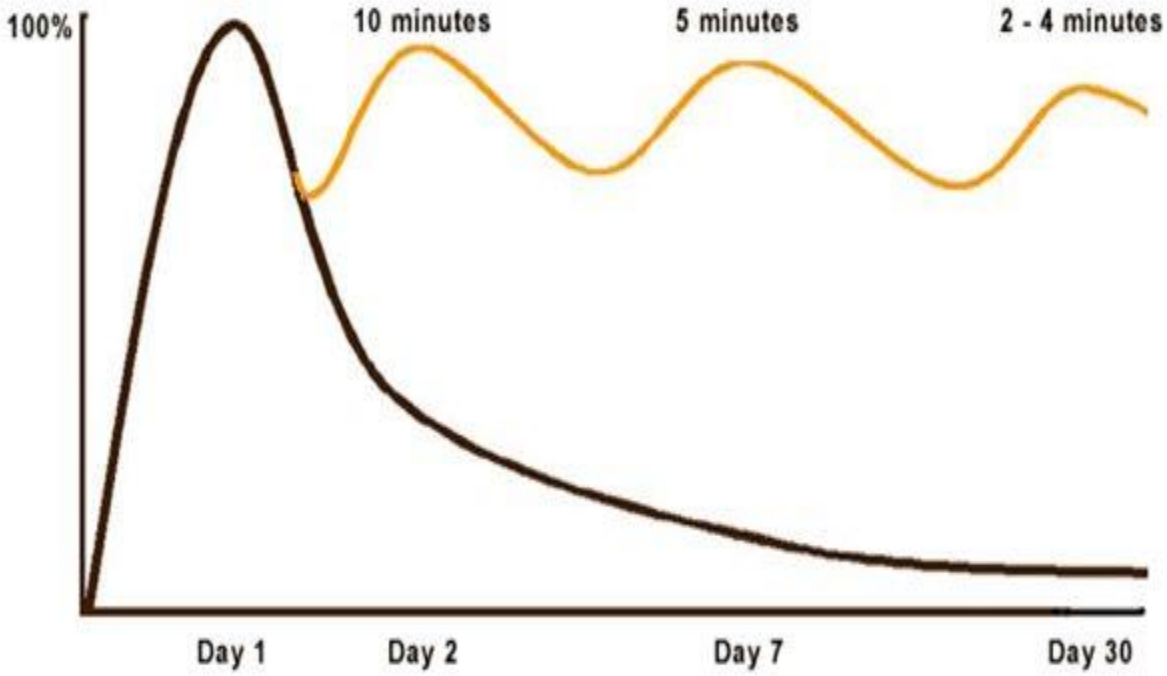
Retrieval practice to strengthen memory storage and retrieval



In context, on-demand

Spacing

Maximizes Training Investment



Deepens the learning of a subject or skill

Not just a little, but a lot!

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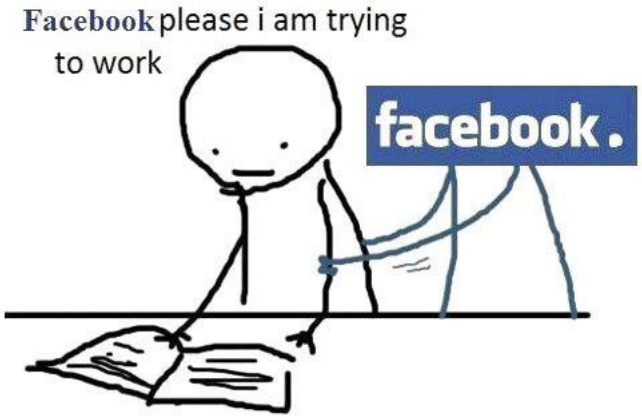
Distraction

Diversion

Interruption

Forgetting

can actually be good for your reps…



Followed by Retrieval Practice

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Applying the Science of Sales Enablement

To Your Content



Example: Sales Playbook



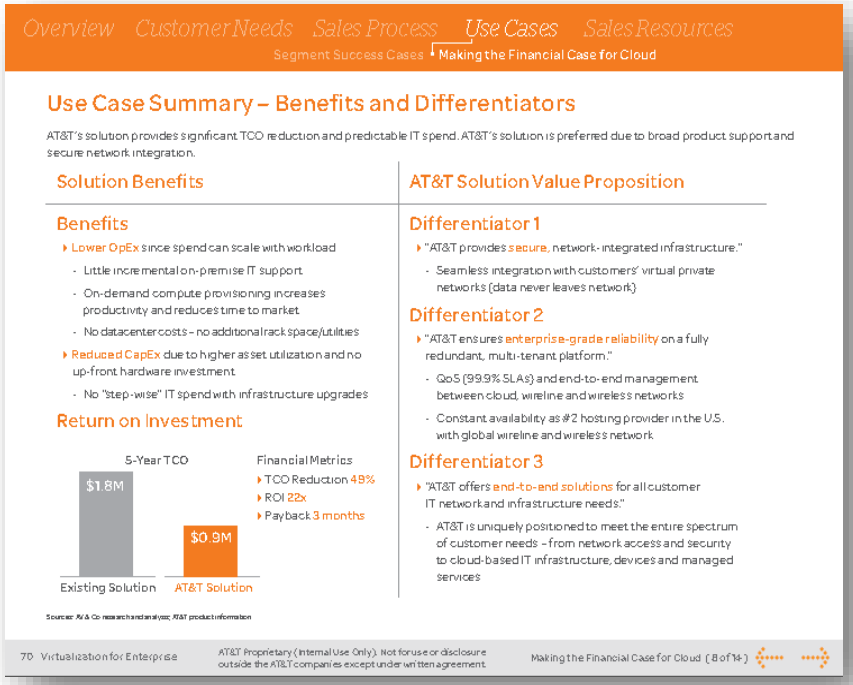
- Usually a PDF with links
- Reps download from portal
- 25-75 pages of dense content
- $25,000 to 50,000 to produce (all in)
- Maintained annually

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Pros and Cons

of this format



Pros

- Aggregates best practices
- Aids in cross-team alignment
- Solid sales reference asset



Cons

- Poor Attention and Encoding format
- No memory retrieval practice

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Apply retention science

1



Short chunks of knowledge

2



Retrieval practice to strengthen memory storage and retrieval

3



In context, on-demand

Apply retention science

1

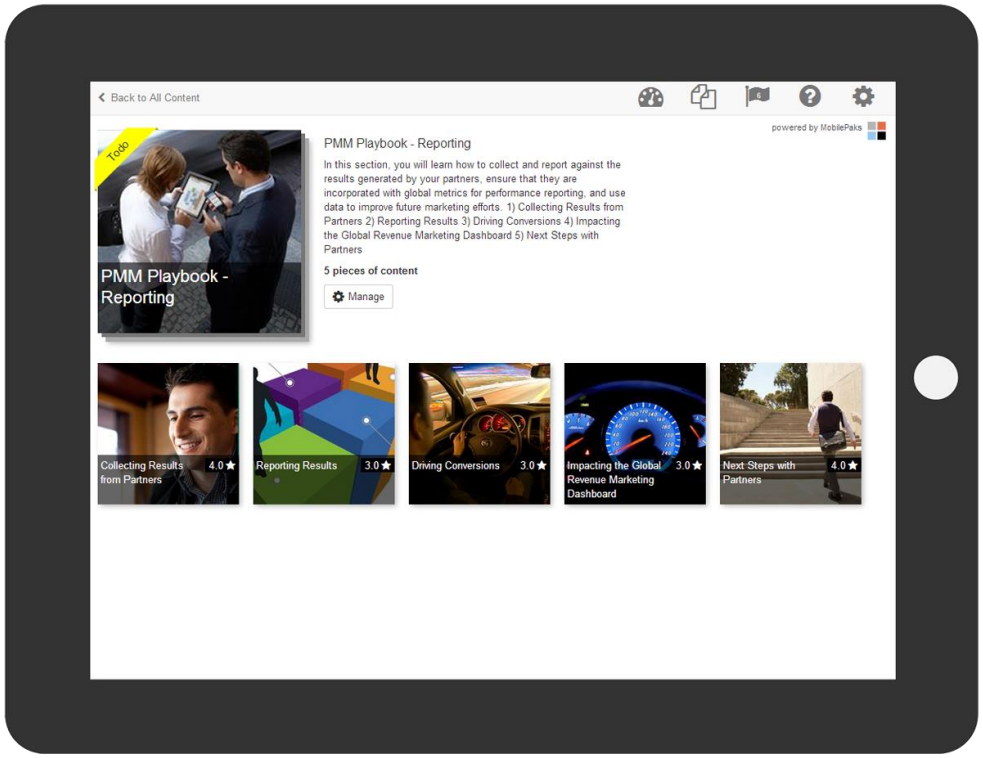


Short chunks of knowledge

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Organize your content

Into topics/chunks that are easy to access



- ✓ **Short and modularized for quick reference**

SCIENCE: Small digestible chunks aid in attention, encoding and memory strength

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Apply retention science

Include interaction and retrieval practice.

2



Retrieval practice to strengthen memory storage and retrieval

Build with Retrieval Practice



- ✓ **Interactive with "Spacing"**

SCIENCE: Timed intervals at 2, 7 and 30 days with knowledge checks, flashcards, games

- ✓ **Mix it up (interleaving)**

SCIENCE: Aids in transferring a skill to different contexts (AKA sales scenarios)

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Apply retention science

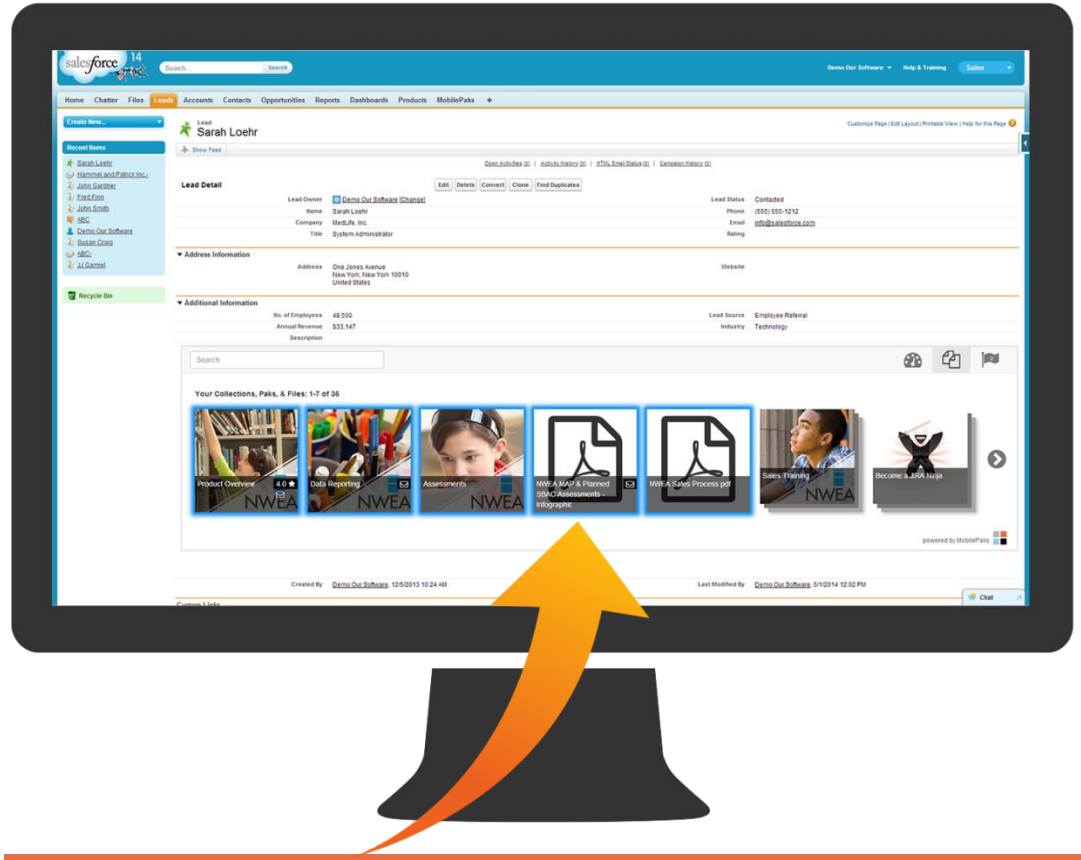
In context, a part of the daily routine

3



In context, on-demand

Just-in-time, when they need it



Relevant playbook module paired with marketing content.

- ✓ **On-demand and intelligent recommendations**
- SCIENCE: Context effect
- ✓ **Apply and Perform**
- SCIENCE: Turbo boosts retention 20-30%

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Proof That It's Working

No fluency illusion. Real indicators of sales effectiveness.



- ✓ **Behavior tracking**
  Use, feedback, competency and top performers
- ✓ **Revenue metrics**
  Pipeline velocity and quota achievement
- ✓ **Content ROI**
  Know which assets make a difference

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Key Take Aways





Science of Decision-Making

- ✓ Use Buyer-Centric research, not Seller-Centric practices
- ✓ Create a buying vision, don't wait to win a Bake-Off
- ✓ Tell stories that meet unconsidered needs to differentiate

Science of Learning & Content

- ✓ Memory strength is both a storage and retrieval challenge
- ✓ Sales enablement programs grounded in retention science improve sales effectiveness
- ✓ Look to new technologies to help augment programs and solve the human memory challenge

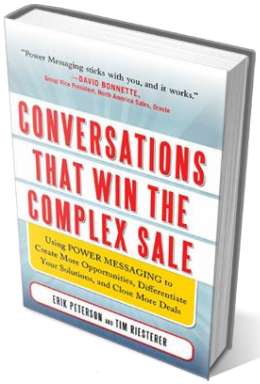
Additional Resources



Download free resources from **MobilePaks**:
http://mobilepaks.com/knowledge



Explore the **Conversation University**:
http://corporatevisions.com/conversation-university-public/



Conversations that Win the Complex Sale, co-authored by Tim Riesterer:
http://conversationsthatwin.com

Feel free to email questions to marketing@mobilepaks.com, and we'll get back to you!

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