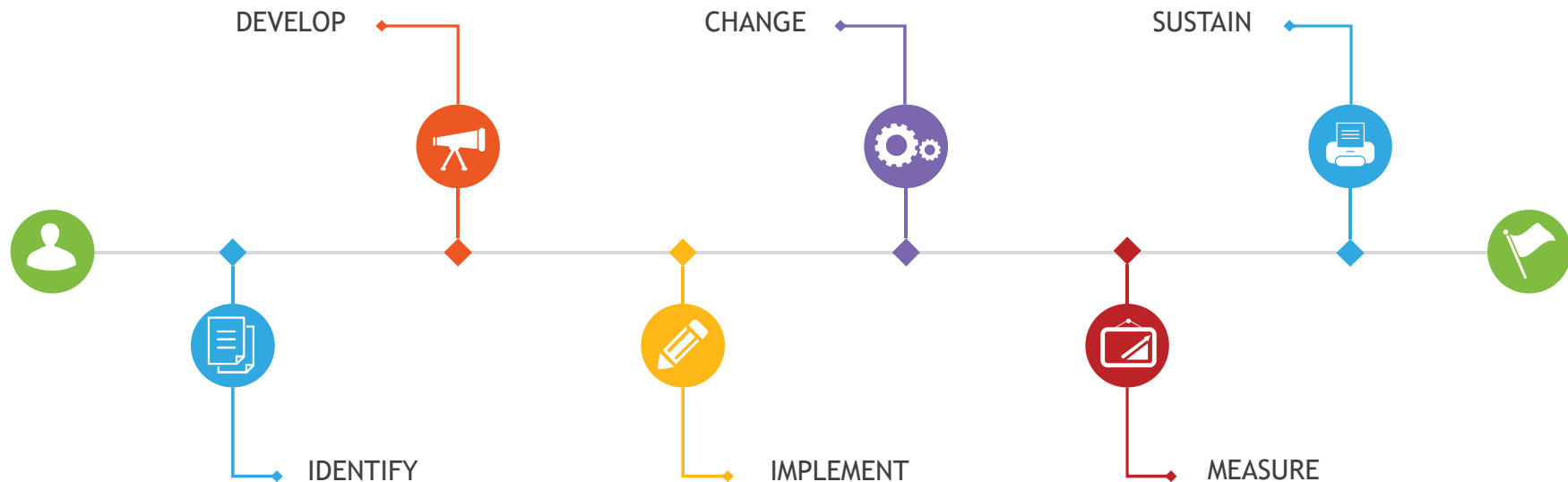


Our Results-Based Approach to Sales Training



Our Results-Based Approach to Sales Training

Step
01

IDENTIFY

Identify gaps between actual and desired performance of your sales team; identify causes for performance discrepancy



Step
04

CHANGE

Change belief structures to improve sales team's performance; change internal communication; establish coaching programs for help & growth



Step
02

DEVELOP

Develop the learning objectives; plan and design a custom sales training solution; develop a detailed measurement strategy



Step
05

MEASURE

Monitor your investment through a systematic approach to measuring the success of sales training; use 5 levels of sales training measurement



Step
03

IMPLEMENT

Engage salespeople by participating, learning and doing; practice newly acquired skills with immediate, corrective feedback



Step
06

SUSTAIN

Set expectations for future; create action plans to enhance learning retention; incorporate blended learning solutions; implement tests



Our Results-Based Approach to Sales Training

Step 01

IDENTIFY

In the **Identify Phase** we focus on assessing your business and performance needs:

- identifying your business goals and KPIs
- identifying your business need or problem that calls for sales training
- identifying gaps between actual and desired performance of your sales force
- identifying the causes for performance discrepancy
- recommend strategies to close the performance gap

Step 02

DEVELOP

In the **Develop Phase** we focus on:

- forming a plan for how the entire sales training initiative will be measured
- developing a comprehensive measurement strategy for five levels of results
- developing a data collection plan that supports the strategy
- developing the learning objectives
- aligning the objectives with your business goals and strategy
- planning and designing a custom sales training solution
- develop highly engaging learning materials customized to your selling environment

Step 03

IMPLEMENT

In the **Implement Phase** we focus on putting the plan into action:

- confirming preferred learning styles, prerequisite knowledge and skills
- engaging sales team by participating, learning and doing
- practicing applying newly acquired skills with immediate, corrective feedback
- Implementing role-play exercises
- sharing interactive content to learn what to do (and what not to do)
- implementing a data collection plan to obtain data during and after the training

Our Results-Based Approach to Sales Training

Step 04

CHANGE

In the **Change Phase** we focus on knowledge retention and application in the field:

- changing belief structures to improve sales team's performance
- internalizing change after training
- applying new skills when no one is watching
- changing internal communication and aligning stakeholders to support the change
- establishing coaching programs for help & growth
- providing managers with coaching tools to encourage the continuous application of knowledge

Step 05

MEASURE

In the **Measure Phase** we focus on measuring the success of sales training by using 5 levels of sales training measurement:

1. reaction – what sales people think and feel about the sales training program
2. learning - increase in knowledge and skills, and change in attitudes
3. behaviour - actual on-the-job practical application and how behaviour has changed because of the sales training
4. impact – what was the impact of training on business results
5. ROI - what was the gain from the training vs. cost incurred

Step 06

SUSTAIN

In the **Sustain Phase** we focus on strategies for sustainment during and after the training:

- setting expectations for future
- creating action plans to enhance learning retention
- encouraging salespeople to persist using new skills on the job
- incorporating blended learning solutions
- implementing periodic refreshers
- periodically testing and reinforcing what salespeople have retained
- establishing a formal mentoring program