Assess/Deliver/Coach

While sales training is a necessary and important part of arming the sales force for consistent revenue generation activities, the reality is that the majority of skills-based sales training dissipates in the field within 4 weeks of delivery. Why is that? Many programs deliver either "generic" skills that participants must figure out themselves how to integrate into their daily jobs, or include complex sales processes that are difficult to independently integrate in the field. As a result, many participants will default back to their own process fairly quickly. In order to ensure a higher level of integration in the field, the process of developing and delivering programs needs to change.

Moving From Training to Enablement

- Design program content that is applicable to the participants in a real-world framework
- Include a high degree of discussion and activity
- "Connect-the-dots" between the new skills/methods and life in the field *before leaving the session*
- "Show me", "not tell me" delivery method
- Provide in-the-field reinforcement to ensure installation of new skills and methods

Assess

Prior to program recommendations, we conduct interviews with sales team members, and other key stakeholders who will be participating in the program to assess needs, strengths, and weaknesses. The results will be reported back and incorporated into the final training program design. This provides easy customization of selected modules so that the content is directly relevant to the participants and their jobs. Alternatively, custom modules based on client content can be developed that integrate into the relevant sales skills content. This provides an "in context" training experience that accelerates adoption in the field.

Outputs: Assessment Summary, Program Content and Design Recommendation(s)

Deliver

Training programs can be tailored for the particular makeup of each organization (field, inside sales, remote, local) and include the following options:

- 4 hour, half day program (includes coverage of two sales topics)
- 8 hour full day (includes coverage of four sales topics, or in-depth on two topics)
- Multi-day programs (series of ½ day intensives on selected module topics)
- Pre & post sessions can be added via online classes to prepare the team for active face-to-face participation, as well as ongoing reinforcement of the new skill sets.

Modules include:

- Consultative Selling Skills
- Delivering Sales Presentations that Click
- Question-Based Selling Techniques
- The Business of Listening Skills for Sales
- Relationship & Rapport Building
- Calling High: Selling to Senior Executives
- Territory Planning
- Major Account Planning
- Custom Programs integrating product/service content with sales skills or process training

Outputs: Program Curriculum, Program Guides, Interactive Exercises, Training Presentations, Online and/or Face-to-Face Delivery, Program Evaluations Summary

Coach

To ensure that the program is being implemented in the field by each sales rep, Knowledgence Associates includes post-training group and individual coaching with the goal of "installing" the new skills/methods in the field.

Outputs: Group coaching - weekly group conference call for a minimum of 4 weeks. Each session will focus on 1 or 2 core areas of the program. **Individual coaching**: one-on-one conference calls centering on key skill areas needing reinforcement. Each session will focus on a key area to address in the previous week. Individual sessions are available in blocks of 4-week increments.