



WEBINAR

Build Better Sales Training: A Proven Blueprint to Boost Performance



Andy Springer is Chief Client Officer for RAIN Group. He leads the global delivery team, which designs, measures, and delivers every client the results they seek when engaging RAIN Group.

Andy is an expert in high-performance sales and leads RAIN Group's mission to unleash sales potential for its clients. Andy has worked with thousands of sales teams to drive long-lasting sales improvement in SME, mid-market, and enterprise companies over the last 18 years. He's known for consistently supporting sales leaders in remaining focused on the proven activities that drive real sales growth in their teams.

An entrepreneur at heart, Andy co-founded two successful consultancies and has been a lead advisor for thriving start-ups in the Australian business community.

First, the bad
news...

Companies Spend Billions of Dollars
on Sales Training each year, yet...

85% to 90% of Sales Training Fails

The reason sales training fails

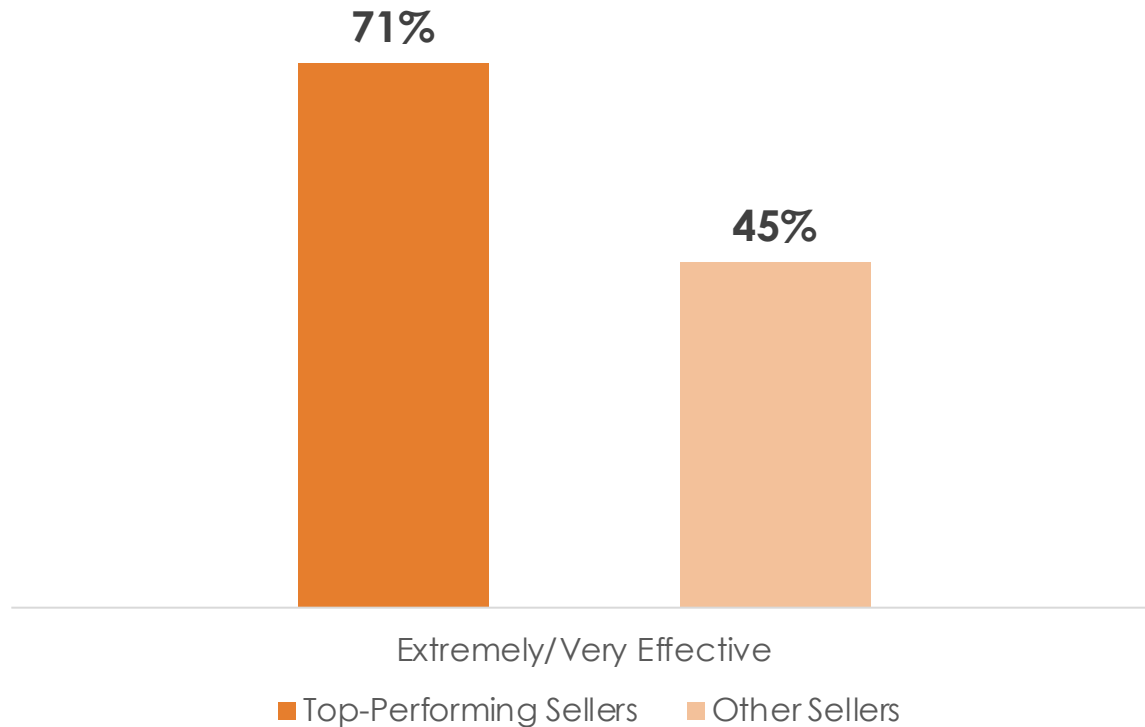


It's not crafted, delivered, or enabled as a
change initiative

Now, the good
news...

Impact of Effective Sales Training on Top Performance

Sales Training Effectiveness



RAIN Group Center for Sales Research, The Top-Performing Consultative Seller.

Top-Performing Sellers are

58%

more likely to receive
very or extremely
effective sales training

Key Metrics Correlated with Effective Sales Training

+7-11%

Percentage-point Increase in Win Rate

76%

Sales Goal Attainment

91%

Premium Pricing

Formula for Success



Effective Manager
+
Regular Coaching
+
Effective Training

Blueprint to Boost Performance

Ensuring sales training drives behavior change

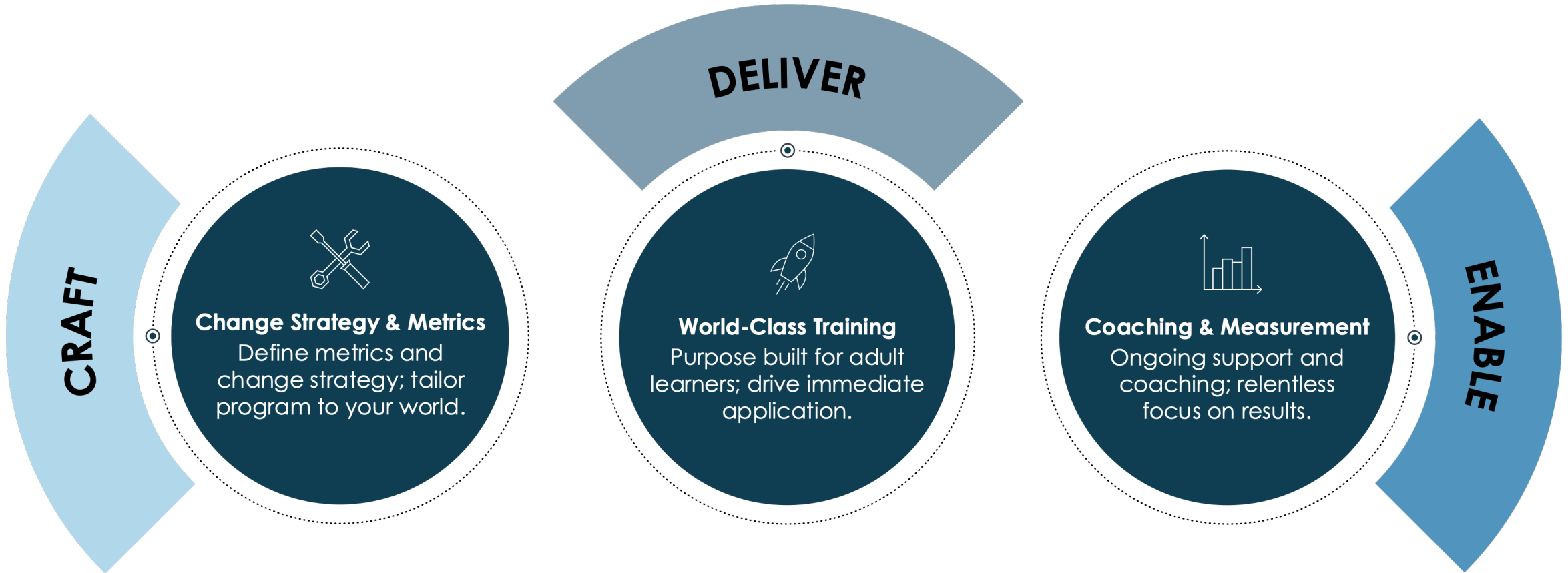
Key Pillars to Driving Change with Training

Training needs to be:

1. Crafted to drive business results
2. Built for modern learners so it's retained and applied
3. Designed to support sellers with ongoing coaching



Designing Sales Training as a Change Initiative



Craft

Change Strategy & Metrics

1. Define Business Metrics

While performance metrics are **based on your objectives**, we think of measures in two ways—lead and lag. Common leads and lags include:

Lead Measures

1. Weighted average pipeline size
2. Pipeline growth
3. Sales activity (e.g., outbound activity, meetings)
4. Sales productivity (e.g., time spent selling)
5. Sales method and process adoption
6. Deal reviews (Win Labs) conducted
7. Sales skill progress / certification
8. Satisfaction with training
9. Seller engagement
10. Seller action plan clarity

Lag Measures

1. Win rate on proposed sales
2. Average sale/order value
3. Time to productivity
4. % attainment of sales goal
5. Discounting / profitability of sales
6. Average account revenue
7. Average revenue per seller
8. Repeat business rate / churn
9. Length of sales cycle
10. Sales force turnover rate

2. Craft a Change Strategy to Achieve Metrics

Critical Success Factors



Executive Sponsor(s)
included



All key stakeholders
engaged



Vision defined
and **expectations**
set for sales
leadership



Metrics defined & reporting
cadence agreed

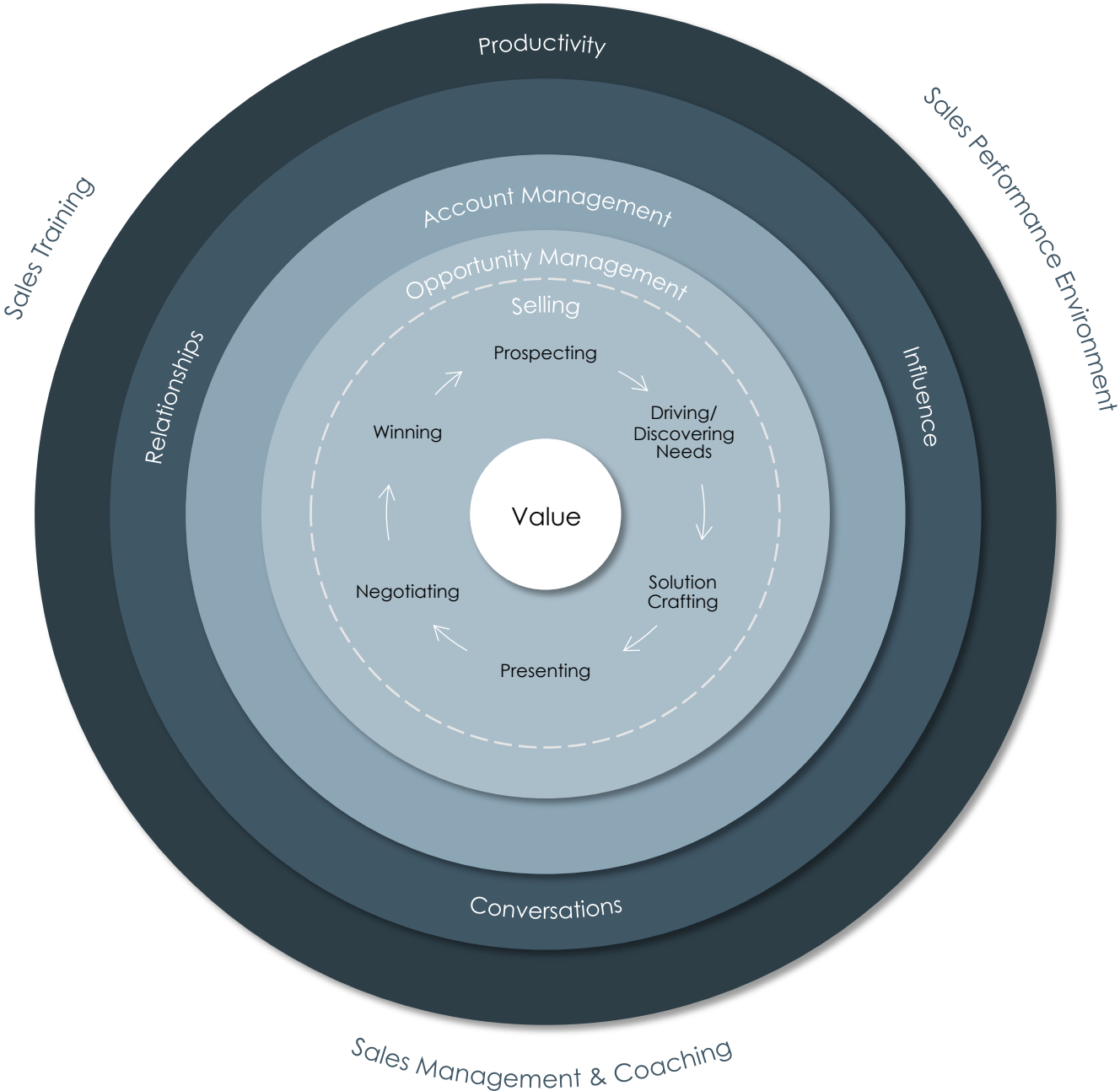


(over)
Communication
plan mapped out

3. Sales Competency Gap Analysis

The Top-Performing Seller SM

- MAXIMIZING PERSONAL EFFECTIVENESS
- SUCCEEDING WITH PEOPLE
- DRIVING ACCOUNT GROWTH
- WINNING THE SALE
- ACHIEVING THE OUTCOME



4. Tailor Program Curriculum, Content, and Cohorts

In the Classroom

Tailor content:

- Examples
- Case studies
- Role plays
- Exercises
- Reinforcement

Support with Job-Aids & Tools

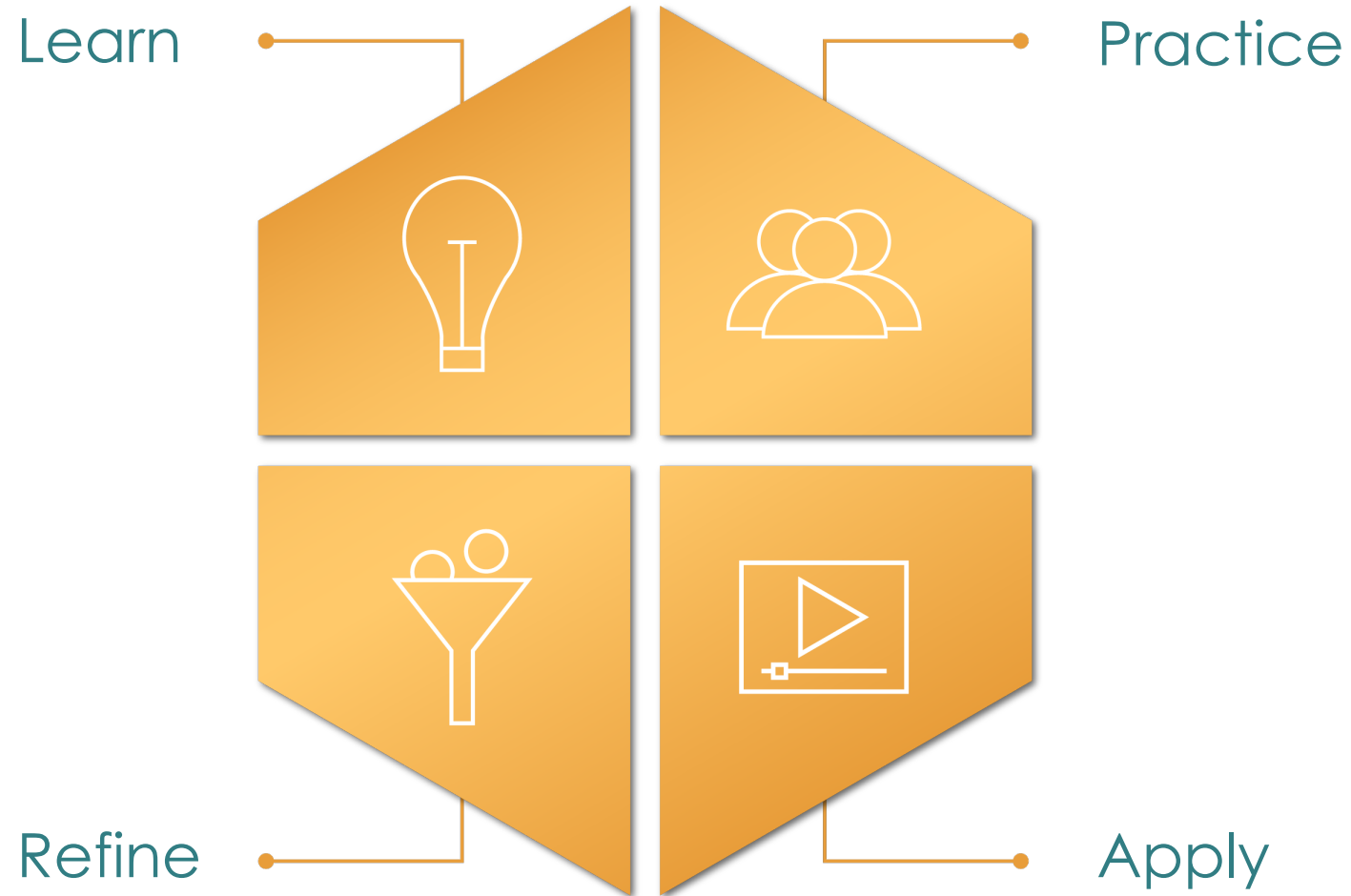
Support with job-aids and tools:

- Opportunity and account planning tools
- Needs discovery guides
- Sales messaging - how to sell new ideas and position value
- Prospecting, negotiation, sales opportunity management playbooks

Deliver

Transformational Experience

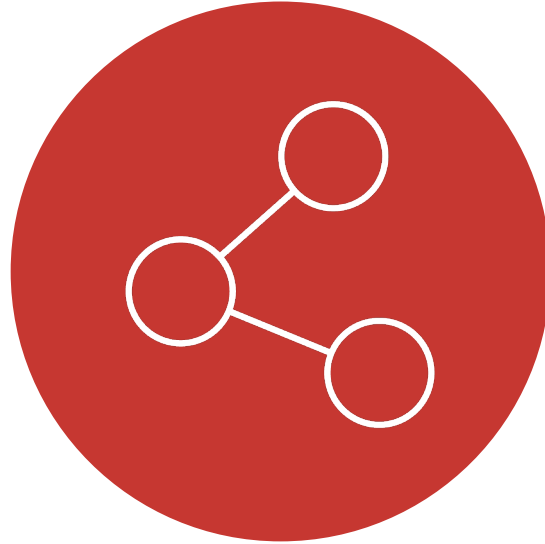
1. Engage with Highly Interactive, Experiential Learning



2. Deliver World-Class Training



Modern



Modular



Multi-modal



Designing Training for the Modern Learner



Immediately accessible & mobile



An experience, not a presentation



Collaborative between learners;
not just 'experts'



Personalized to participants'
situations and circumstances

3. Apply and Improve Skills with Assignments

- Apply to a real sales situation
- Report back on how it went
- Receive coaching
- Learn from peers

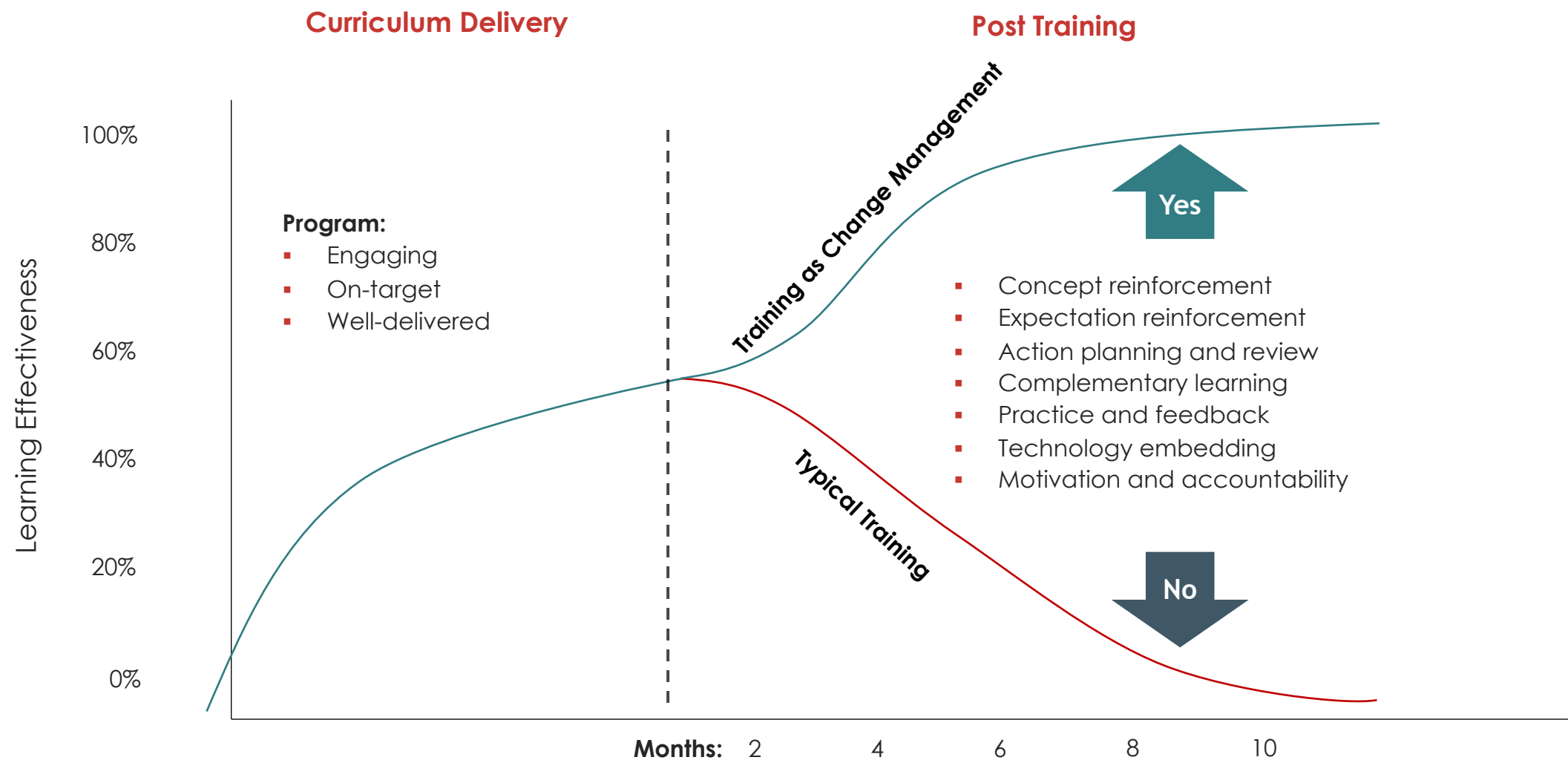




4. Drive Adoption and Confidence with Application Coaching

- Expectations are reinforced
- Actions are planned
- Practice occurs
- Feedback is received
- Accountability is provided
- Collaboration occurs between learners

5. Reinforce for Maximum Results



Traditional vs. Virtual & Blended Sales Training

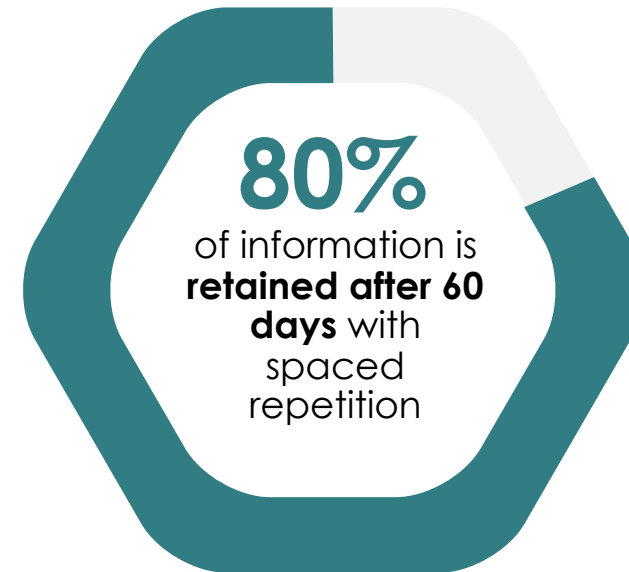
Traditional Training



of B2B sales reps forget the information they learn within a month of training

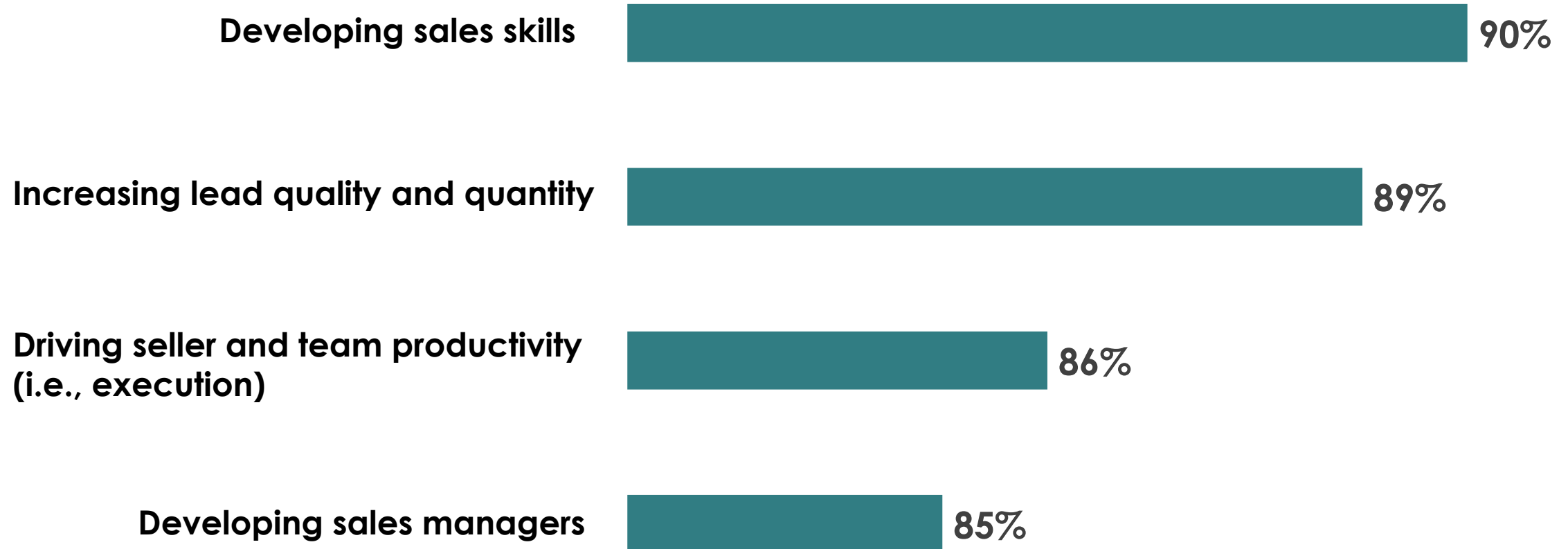
VS

Virtual & Blended Training



of information is retained after three days when taught using video

Top Sales Leader and Enablement Challenges

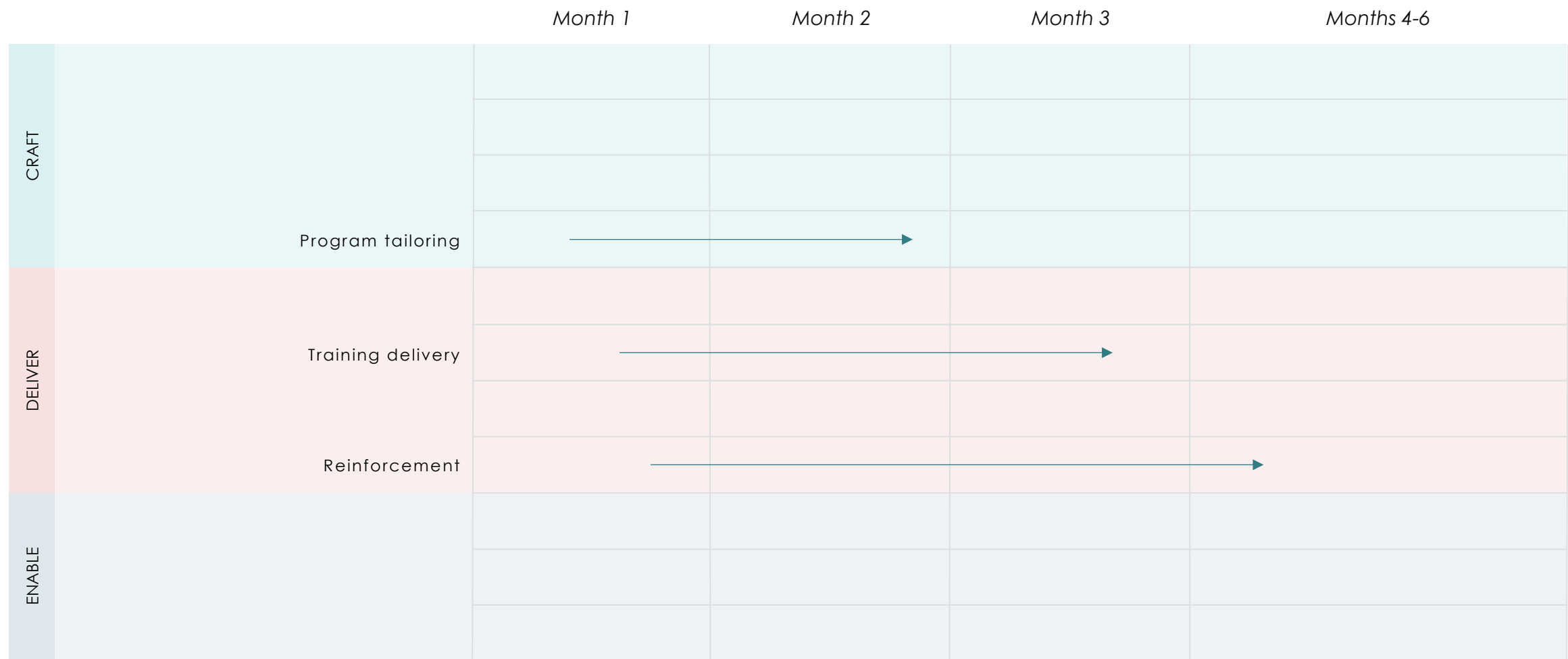


RAIN Group Center for Sales Research, Top Sales Leadership Challenges and Priorities.

Enable

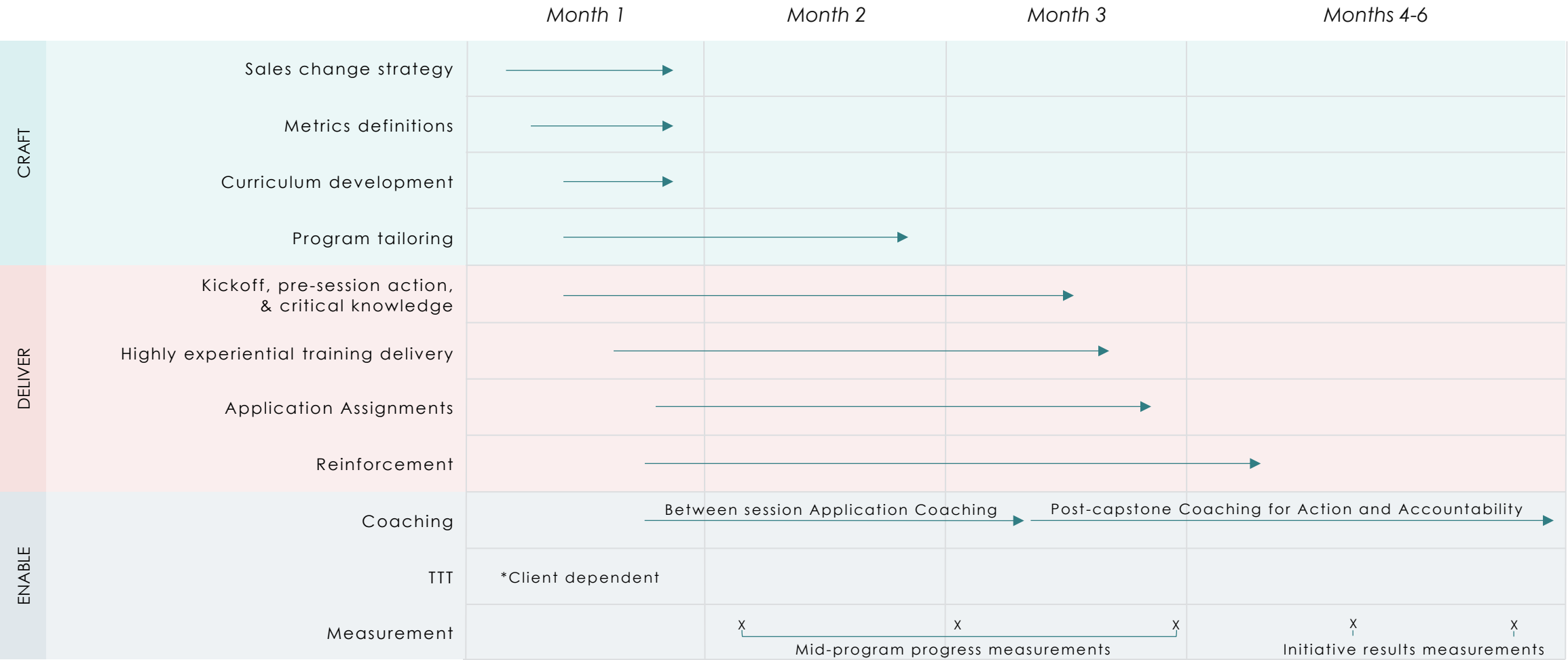
Coaching & Measurement

Typical Training as Training



Result: Impact, implementation, and business results left to chance. Change at risk. No transformation.

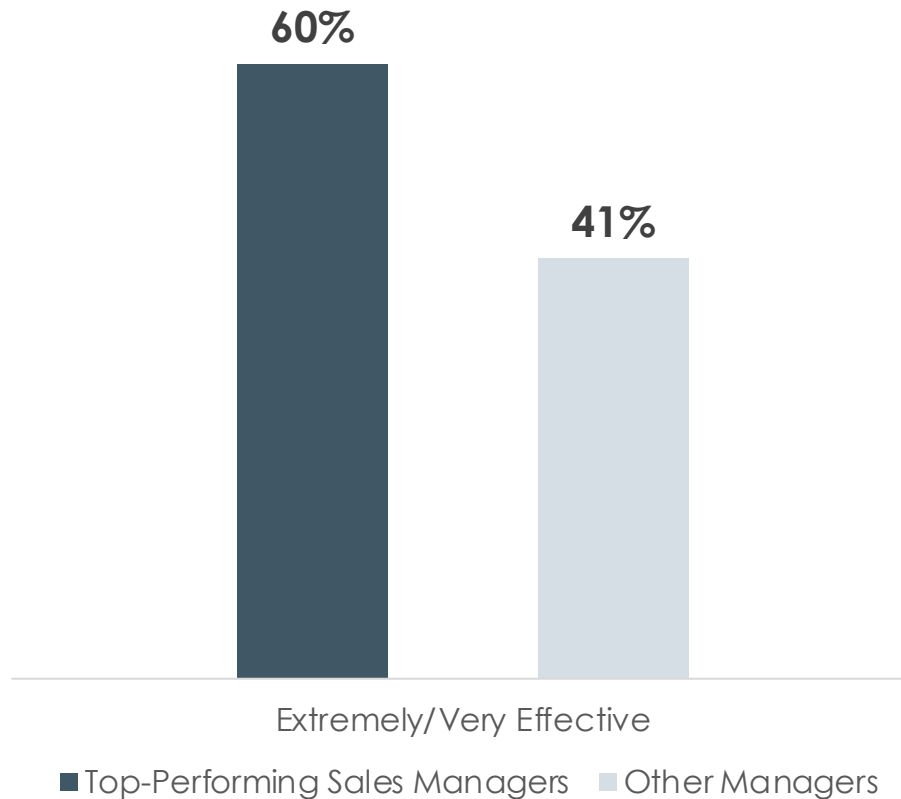
Training as Change Initiative



Result: Training is implemented, change happens, client results happen.

Impact of Sales Manager Training

Sales Training Effectiveness



Top-Performing Sales Managers are

46%

more likely to receive very or extremely effective sales training



Implement 90-Day Sales Achievement Challenge

- 1. Month 1— Launch:**
Get sellers using new skills
- 2. Month 2 — Amplification:**
Challenge sellers to push skill and productivity gains
- 3. Month 3 — Embed:**
Make new behaviors permanent



Measure and Report on Metrics; Continuous Improvement

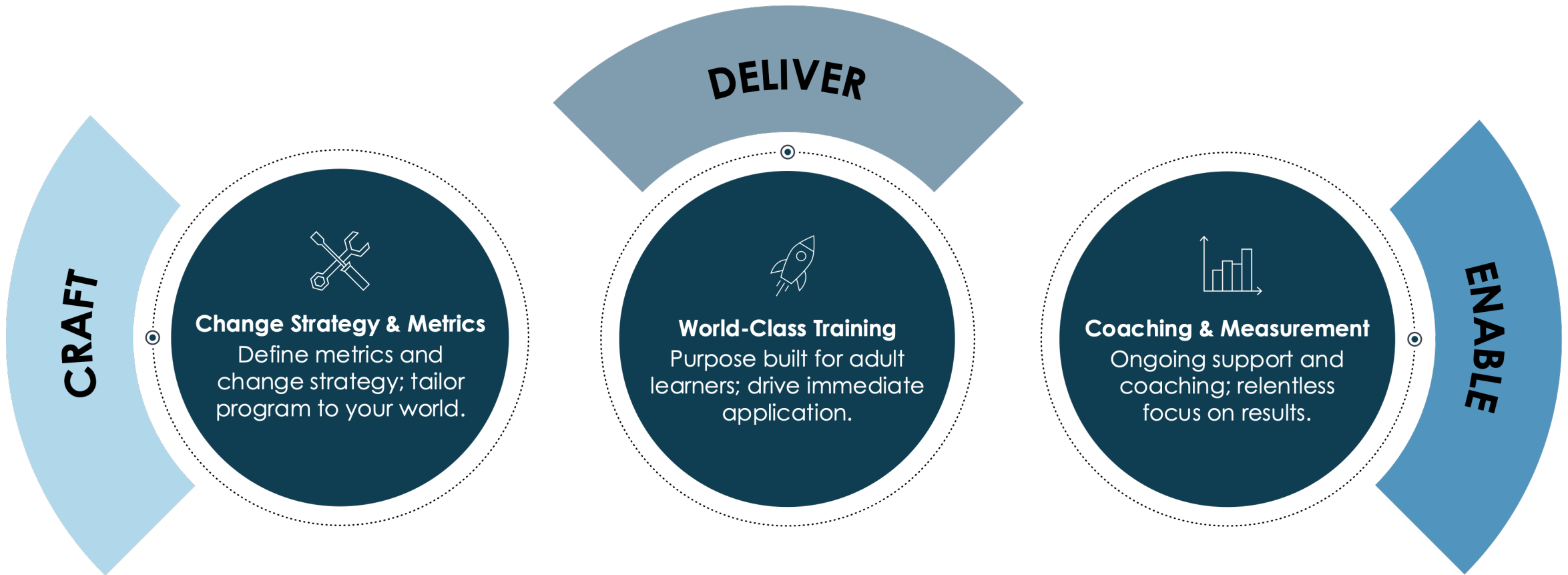
Example Measurements, KPI's and Cadence

OPENING GAME	MIDDLE GAME	END GAME
Learner Engagement & Experience <ul style="list-style-type: none">▪ Attendance▪ Completion▪ Learner Satisfaction	Business Lead Indicators <ul style="list-style-type: none">▪ Account plans completed▪ Account plan quality▪ # new contacts established▪ # presentations delivered	Business Lag Indicators <ul style="list-style-type: none">▪ Revenue▪ Yield▪ Average discount %▪ Share of Wallet / Market Share
 Weekly	 Monthly	 Quarterly

Blueprint to Boost Performance

Recap & Final Thoughts

Designing Sales Training as a Change Initiative



Unleash the Sales Potential of Your Team

RAIN Group Provides Sales Training and Consulting Across The Top-Performing Seller Model



Foundations of
Consultative Selling



Insight Selling



Virtual Selling



Strategic Account
Management



Winning Major Sales



Prospecting



Negotiation



Productivity



Sales Coaching



Sales Management

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Thank You!
