Enabling Reinforcement, Sustainability, and Results

Purpose

This is a companion to [The Complete Guide to Sales Training Success](#) and [Running a Successful Sales Training Program Checklist](#), both of which are also included in the [Ultimate Sales Enablement Toolkit](#).

The purpose of this document is to help you brainstorm and plan for continuous learning in your organization's sales enablement effort.

We suggest you read the other resources first, then use this document as an idea-generation tool during your planning process. Some items may be relevant to your organization, while others won't be. Some you may be able to implement internally, while others may require additional support.

Enabling Change

Enablement: Build the Plan and Own the Execution

Ensure Adoption: 90 Days Post-Training

- Launch 90-Day Sales Achievement Challenge

- Launch reinforcement

- Share job aids, tools, and available resources

- Develop a cascading communications plan
  - Executive
  - Manager

- Share successes: Wins, best practices, and success stories

- Form a Field Advisory Board

Your Role: Support and enable managers.

Embed in Culture: Beyond 90 Days

- Launch competitions and challenges

- Assess ability

- Lead monthly refreshers

- Create an ongoing development plan

- Develop an ongoing measurement plan

- Ongoing success sharing

- Hold regular Field Advisory Board meetings

Your Role: Own ongoing development and change.

Ensure Adoption

The First 90 Days

Launch 90-Day Sales Achievement Challenge

- Managers to lead the 90-Day Sales Achievement Challenge with their teams, including weekly coaching facilitated by a coaching guide

- Managers help sellers stay on track

Days 1-30	Days 31-60	Days 61-90
Launch	**Amplification**	**Embedding**
Ensure sellers apply new skills immediately, focusing on:	Challenge sellers to push productive habits, focusing on:	Make new behaviors permanent, focusing on:
- Setting goals - Maximizing motivation - Accountability	- Application of new skills and tools - Focus - Proactivity	- Commitment - Regular coaching rhythm - KPIs and results

Reinforce with Spaced Repetition

Check progress weekly and communicate progress:

- Self-serve reporting for managers and program sponsors

- Track mastery of content and knowledge retention

- Identify gaps across individuals and cohorts

- Share leader board and award those first to completion
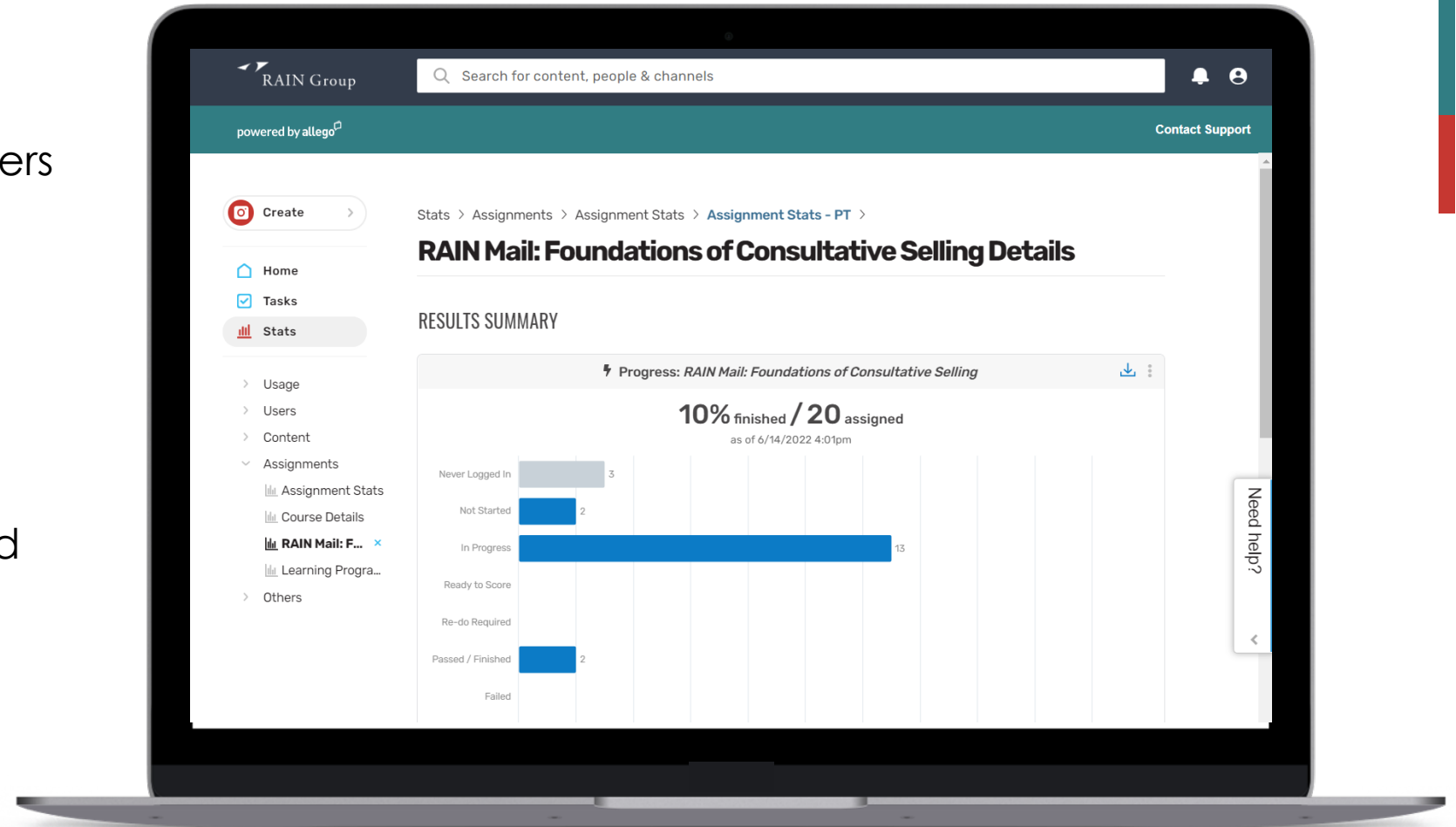
This is an example of RAIN Group's reinforcement tracking through Allego.

Share Job Aids, Tools, and Resources Available

Job Aids & Tools [Examples]

- RAIN Sales Conversation Planner

- RAIN Sales Opportunity Planner

- Consultative Selling Self-Assessment

- Buyer Change Blueprint Template

- Building Rapport Worksheet

- Presenting to Win Checklist

- My Coaching Plan

- Manager coaching guide for 90-Day Sales Achievement Challenge

Resources Available

- Resources and tools in LMS

- Module content and videos for reference and reinforcement

- LMS search function for just-in-time support

- Books
  - *Rainmaking Conversations*
  - *~~Not~~ Today*
  - *Insight Selling*
  - *Virtual Selling*

Develop Cascading Communication Plan

Training sustainability and results depends on active leadership involvement.

Executives

- Communicate initiative lead and lag results
  - Post-training email sent to all managers and participants from highest executive
  - Regular cadence of results communications

Managers

- 90 days of coaching during the Sales Achievement Challenge
- Continue to discuss in weekly meetings and regular communications with sellers
- Discuss in regular one-on-ones

Share Successes

- **Capture and Share Wins Early and Often**
  - Who (leverage champions from training programs, early adopters, managers, etc.)
  - What (small wins and BIG wins, skills application examples)
  - Where (capture and share video, podcast, email, newsletter, etc.)
  - When (wins of the week or month, testimonials, etc.)
- **Develop and Build a Best Practices Library**
  - Grow the library over time

Motivate your team to change.

Form a Field Advisory Board

- **Purpose:**
  - Drive ongoing results and increase training impact
  - Identify and solution for roadblocks
  - Explore new opportunities for training application and reinforcement
  - Integrate tools and provide ongoing accountability
- **Members:** Board comprised of sellers and managers
- **Timing:** Begin one month post-training and continue monthly or bi-monthly as needed
- Learn more about how to use a Field Advisory Board

Embed training to make change sustainable.

Embed in Culture

Beyond 90 Days

Develop an Ongoing Measurement Plan

Learner Engagement & Experience

Monitor:

- Attendance
- Completion
- Learner satisfaction

Business Metrics & Ongoing Tracking

Need to identify tracking measures:

- Business lead indicators
- Business lag indicators
- How often will you track?
- Who is responsible for tracking?
- Quarterly/monthly meeting to discuss progress and improvements

Launch Competitions and Challenges

- **Monthly or Quarterly Competition**: Sellers to submit plan, example of skill, or success story.
  - Sales enablement to review and select the best
  - Reward and share as best practice
  - Expand best practice library
- **Next 90-Day Challenge**: Implement a second 90-day challenge.
  - Create new goals, focus, and priorities
  - Enable managers to lead
- **Results Challenge**: Run challenge focused on first to reach specific KPIs or results.

Use gamification to keep training top-of-mind.

Assess Ability

- **90-Day Self-Reflection Assignment**
  - Ask seller to answer, "What's changed?"
- **Manager Observations in the Field**
  - Ride alongs
  - Call recordings
- **Simulations and Assessments**
  - Role play scenarios
  - Manager, training, or enablement-led

Transform knowledge into lasting change.

Lead Monthly Cohort Topic Refresher

Refresher Ideas

- Core training program topics

- Core tool use/implementation

- Deep dive on skill gaps or challenges

- Habits from <u>Unlocking the Productivity Code</u>

Instructions

- Watch/re-watch chosen video

- Implement skill or tool in a sales situation

- Gather to discuss

- Discussion led by manager, facilitator, or sales enablement

Discussion Ideas

- What did you learn/what's changed since you first watched this video?

- Who implemented the skill? How did it go? What did you say/do?

- What was the result? How did the buyer react? How was that different than the past?

- What challenge(s) are you having implementing this skill/tool?

- Does anyone have a success story of putting this skill to use?

- If you haven't tried it, why? What needs to change for you to try it?

Create an Ongoing Development Plan

Develop skills across The Top-Performing Seller model systematically:
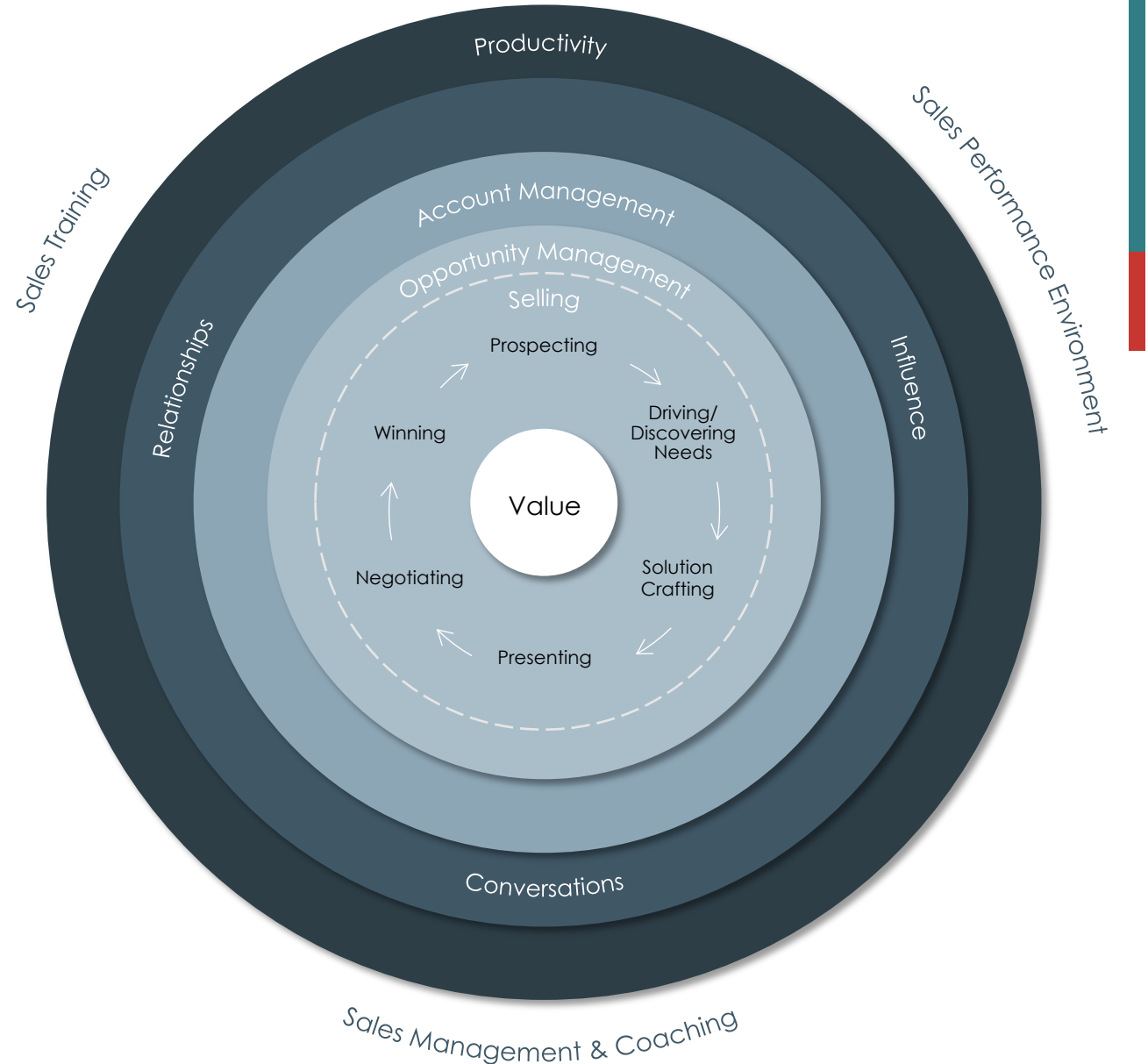
- Elective modules

- Complementary modules

- Continued development (next skill)

- Integration with other initiatives (SKO, CRM, LMS, etc.)

- Flexible delivery: VILT, Self Study, Self-Study+

Not sure what should come next?

Identify capability and execution gaps by benchmarking your team against our database of top performers and your own targets.

Learn more →

The Top-Performing Seller Model℠

Productivity

Sales Training

Sales Performance Environment

Account Management

Opportunity Management

Selling

Relationships

Prospecting

Driving/ Discovering Needs

Winning

Value

Solution Crafting

Negotiating

Presenting

Influence

Conversations

Sales Management & Coaching

The RAIN Group Difference

Award-Winning Intellectual Property

- Research based & field tested
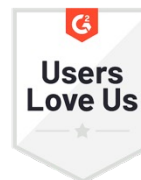- Pragmatic, practical, digestible
- Breadth & depth of content

Modern Education System

- Designed to drive change
- Modular & multi-modal
- Built for adult learners

Relentless Focus on Results

- Defined success measures
- Shared accountability for results
- Regular reporting & reviews

Client Feedback

"There were a few things that made RAIN Group stand out as one of, if not THE best provider I have come across.

The way they sell demonstrates they understand the product they are pushing! The unrivaled energy and engagement of the trainer who took the course. The wraparound support. And overall feeling as though we were all moving towards the same goal as opposed to being sold a course. Sales 101 is in full splendor and a rare thing to see these days.

The training structure and delivery were outstanding. My leadership team was really pleased, and the frontline put it into play immediately."

Head of Sales Enablement
$2.5B SaaS Company