Wow!

8 Things We Learned That Could Move Your Sales Enablement From Yawn to Wow.

We're heads down in another "**sales enablement**" project, this time for a progressive company with super smart sales people and a white hot product in a rapidly growing market.   Here's what the CEO said ..

"This is beyond great. This is easily one of, if not the best, sales enablement pieces that I have ever seen. Wow."

Question is, if it's going so well, why do any enablement at all? In reality, growth has just as many challenges as the other direction. When flying a sales rocketship, how **do you** successfully scale your sales when you are adding dozens or more new sales reps? How **do you** compress new sales rep ramp-up? How **do you** get the right stuff out of the heads of the "right stuff" players and get it into the heads of the rest given every sales reps general disdain for training?

Here's how and why we solved it ...

Question: what's the best and fastest way to lose a sales rep's attention?
Answer: give them mental indigestion and talk about product features and upload .ppt on a web site with 'everything on it.'

How many sales enablement projects have you seen that throw everything out there in the the hope that some of it will stick?

1. Tasty, digestible and bite-sized.

What's the most likely way a sales rep will really learn?   The key is small bite-sized chunks presented in multiple formats for the different ways each of us need to learn.

That's easy <u>for you</u> to say (too).

Most important, make these meaty morsels something that really is tasty and slips right down. In other words written from their point of view by someone who has carried a bag, pulled from smack-bang up-to-date reality from the field.
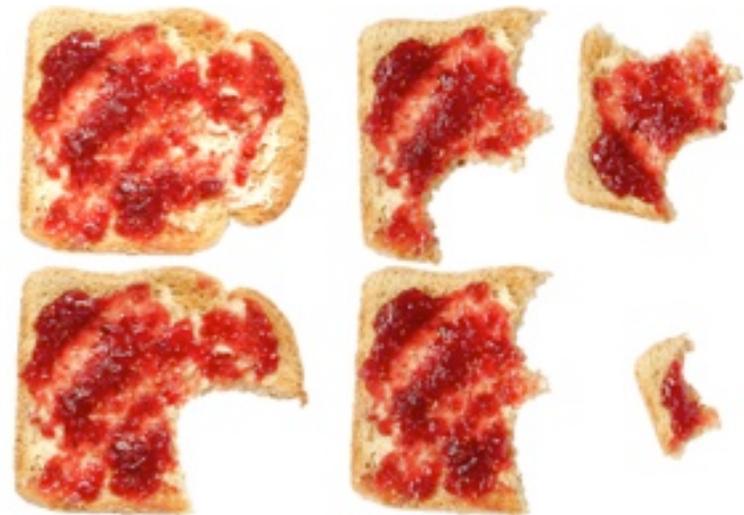
The old adage still applies: people respect what their boss inspects. Other than their compensation, nothing captures the attention of a savvy sales rep faster than their bosses pet peeve.

2. Get the big man simmering.

When the VP of Sales and his or her lieutenants takes sales enablement seriously, their actions speak louder than any words and the whole sales team had better take it seriously.

So, no matter how tempting, we almost always facilitate the actual sales leadership team to deliver the rollout of training, and then follow up in their one-on-ones with individual sales reps with forms and tests.

How do you learn to cook? Not by reading a cookery book. You do it by sitting at the foot of the master then getting out the cutlery and chop chop.

(Oh .. and by tasting everything along the way.)

Everyone learns differently. A few can still do it by rote but the demands of a busy job make it hard to make time to read and memorize. Others are listeners or watchers. We're big subscribers to the importance of kinesthetic or tactile learning for sales enablement.

After all, sales people are generally do-ers, not be-done-to-ers.

3. Read, watch, listen, do.

Our advice based on real experience? Do all of these in concert. Here is our formula.

Start with a well-written fun-to-read eBook as homework. Give them a simple place to view ultra-short videos of people doing it on the web. Give them some.mp3s to download and take away. Then set up the basic concepts again in a short virtual call. Then make do it themselves in a scenario-based role play in front of each other and their boss. Then test that they got it.   Nowadays **all of this** is very affordable and possible.

Our clients often ask .. which learning method works?   Answer: they all do.
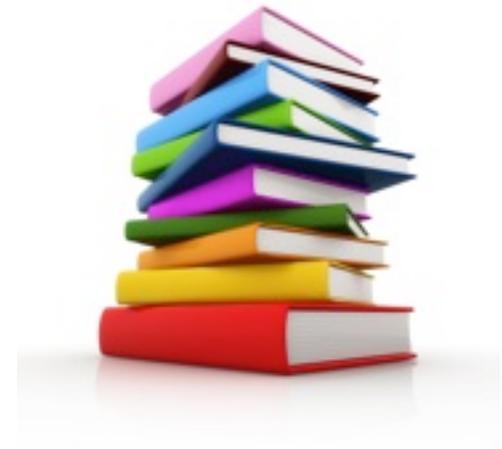
Does repetition help you learn more effectively or just annoy you? Does repetition help you learn more effectively or just annoy you? Does repetition help you learn more effectively or just annoy you?

4. Rinse, lather, repeat.

The answer is both. We call it "rinse, lather, repeat." Using bite-sized chunks and all the learning techniques at one time means that repetition is unavoidable. Sugaring the pill with humor and making it into a competitive team building task helps a lot too. But if you work on the basis that around half of what you are saying is being retained, and less than half of that is remembered the next day and applied to the job, then repeating the crucial things that need to be learned in different ways is a given.

Training **stuff** needs a home. Videos, eBooks, training and best practice documents, training slides and scenarios or tests ... a lot of **stuff**.

The benchmark for a website nowadays is the polar opposite of most large enterprise sales portals.   Anyone who has used a computer in the last 10 years uses Google or YouTube as a meter of simplicity. Yet we continually insist on making our sales portals hard to use.   Most companies try to solve this problem by throwing more money at it. In our humble opinion you don't solve this problem with more portal software. You solve it with simple thinking and discipline.

5. 1 x 5 = Happiness

Here is our tip. Create a one page portal with some near-free wiki or open source blogging software. On that page have a search button and 5 columns. In those columns put 5 things .. "give the elevator pitch," "understand our value propositions" or "win against competitors" and put the content for each one click away.

Then develop a backbone and start deleting old stuff.
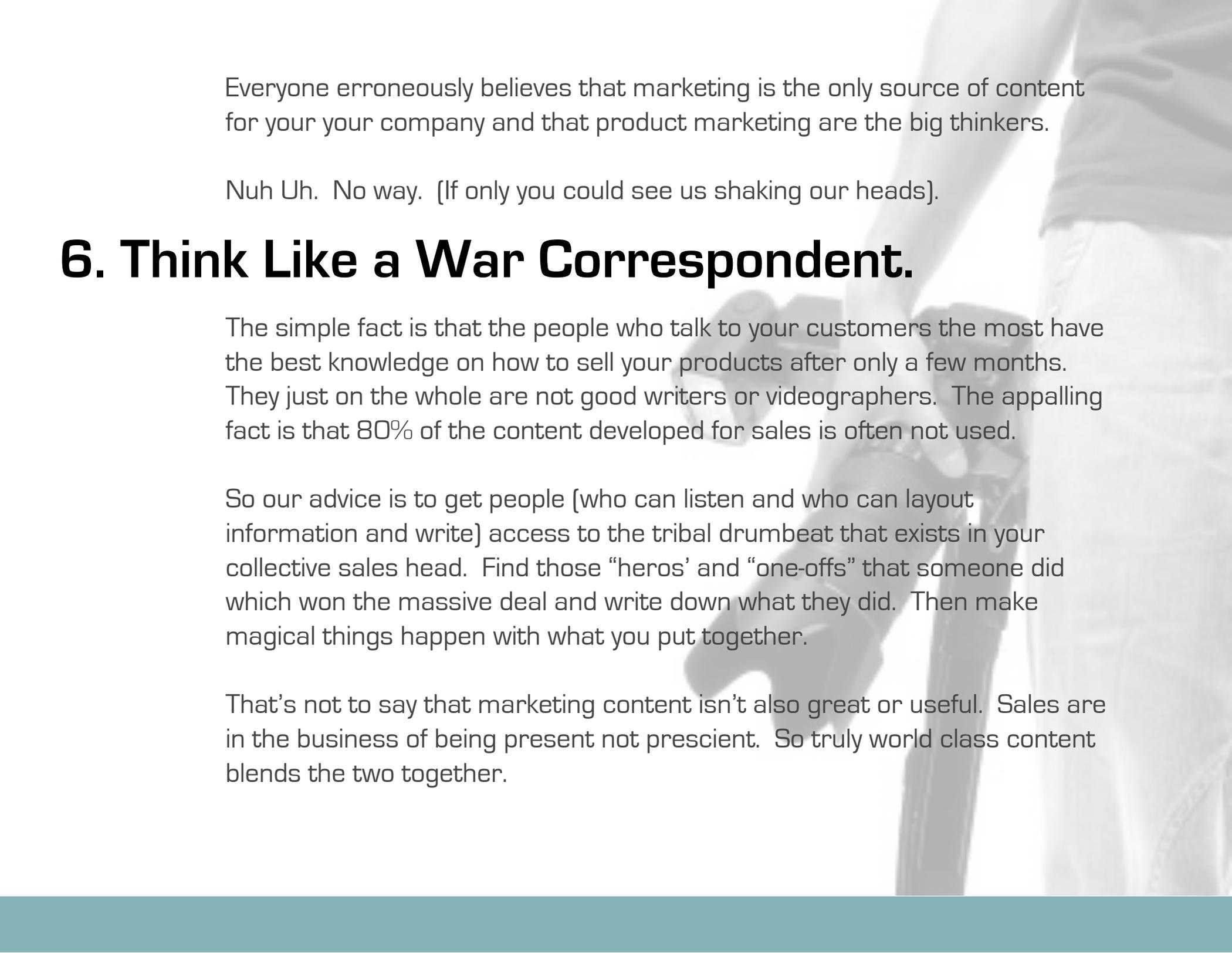
Everyone erroneously believes that marketing is the only source of content for your your company and that product marketing are the big thinkers.

Nuh Uh. No way. (If only you could see us shaking our heads).

6. Think Like a War Correspondent.

The simple fact is that the people who talk to your customers the most have the best knowledge on how to sell your products after only a few months. They just on the whole are not good writers or videographers. The appalling fact is that 80% of the content developed for sales is often not used.

So our advice is to get people (who can listen and who can layout information and write) access to the tribal drumbeat that exists in your collective sales head. Find those "heros' and "one-offs" that someone did which won the massive deal and write down what they did. Then make magical things happen with what you put together.

That's not to say that marketing content isn't also great or useful. Sales are in the business of being present not prescient. So truly world class content blends the two together.

Sales people love competitions and even more to strut their stuff. It's in the DNA. With that in mind, design the core of your training to be scenario based role playing and make it into a game. A million dollar sales rep still loves a $200 gift certificate. Here are our 3 rules of role playing.

7. Willamena Loman Lives.

First, do .ppt right. Slides and whiteboards are invaluable to set up the concepts and summarize your point but keep it short with constant quizzes and multimedia.

Second, make the least experienced members of the team take charge in the role playing. Force the workhorses to be seen to mentor. Create a balanced team of old and new.

Third, switch it up to make sure they see both ends, from the customer and sales perspective. Make them analyze their real deals. Often role plays are just "you be sales and we'll the be the customer." Try it all ways. You might find you like the result.

Like the French, sales people respond best to someone fluent in their language. Someone who walked in their shoes and had a quota (recently).

8. Use practitioners not parsons.

Your ideal sales trainer is one of your own sales staff. Unfortunately <u>they</u> have to .. sell. But please don't get a training expert who will 'preach'. You'll lose them quickly. (You will be able to tell .. the moment the laptops open and the blackberry buzzes is the moment it's already too late.)

More than just a shine, a practitioner brings one crucial factor: focus on what matters. Everything can't be important. Presumably, you hired people who know how to sell already so stop trying to retrain them to sell your way.

Pick the seminal things that, if done badly, effect the rest of the sales process.   Qualification for example for inside sales. Or building a water-tight sales discovery process that weeds out the real deals from the time steals.

We're The Real True Sales Deal

We are True Sales Results. Two highly experienced practitioners who have built an ecosystem of affordable and specialized sales and marketing resources that we scale with each engagement.

1. Steve has over twenty years experience ramping and leading top performing software and technology based sales teams and taking companies public. His B2B enterprise sales teams have closed thousands of F1000 sales deals from $10K-$10M. He has led numerous successful missionary sales team efforts to the F1000, including building a company from $400K to $40M+ in revenues and a successful IPO.

2. Jeremy is a world-class content and internet marketing expert who has managed global teams running award winning programs to market enterprise, software and internet technologies for Fortune 500 companies and in the world's hottest hi-tech agencies.

"True Sales Results was a great call for us. We faced a big sales challenge in trying to penetrate new verticals and market segments. It really was an expansion of our executive sales & marketing team that was powerful and timely." Bill Veiga, VP Business Development, MarkLogic

"I would highly recommend True Sales Results to any company needing assistance with their GTM strategy, demand generation planning & execution, and content marketing needs." Jody Little, VP Cloud Portfolio Marketing, Fujitsu

TrueSalesResults
Grow your sales faster with less risk

MarkLogic

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