

# Onboarding and Learning for Sales Enablement



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# How to Ask Questions



- Submit your *questions* or *comments* about the discussion to our presenters using the **Questions** tab on your control panel.
- Presentation *slides* and *giveaways* can be found in the **Handouts** tab on your control panel.

***Recording & Slides will also be sent out after the webinar.***

# Sales Training Importance

## Top 5 Business Priorities



# Onboarding



# Poll Question

Does your onboarding process include any sales training?

- We don't do onboarding at all
- No Sales Training
- Product knowledge
- Sales skills
- Sales skills and product knowledge

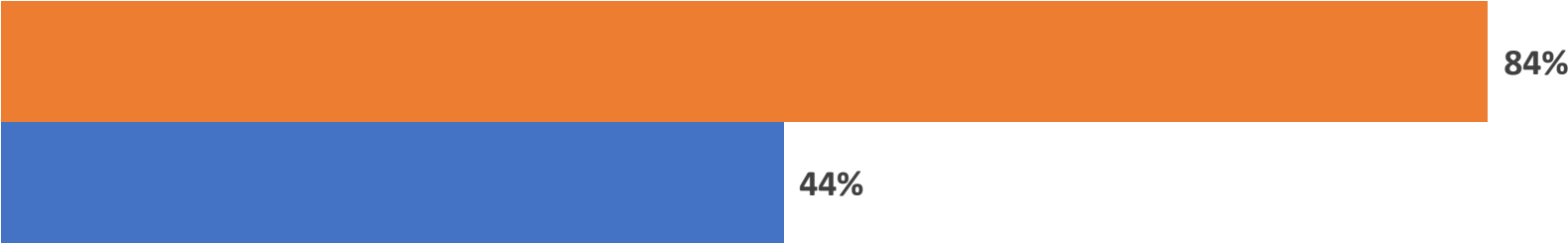
# Onboarding



BHG, Onboarding Survey 2017

# Onboarding

## Product Training



■ Important/critical    ■ Effective/Very effective

# Sales Onboarding Checklist

- Process
    - How do we do it?
    - What do we not do?
  - Product
  - Tools
    - Salesforce, etc.
    - Tips and tricks
  - Industry
- 30 day plan?
- 60 day plan?
- 90 day plan?

# Continuous Enablement

Sales Training  
is a serious investment

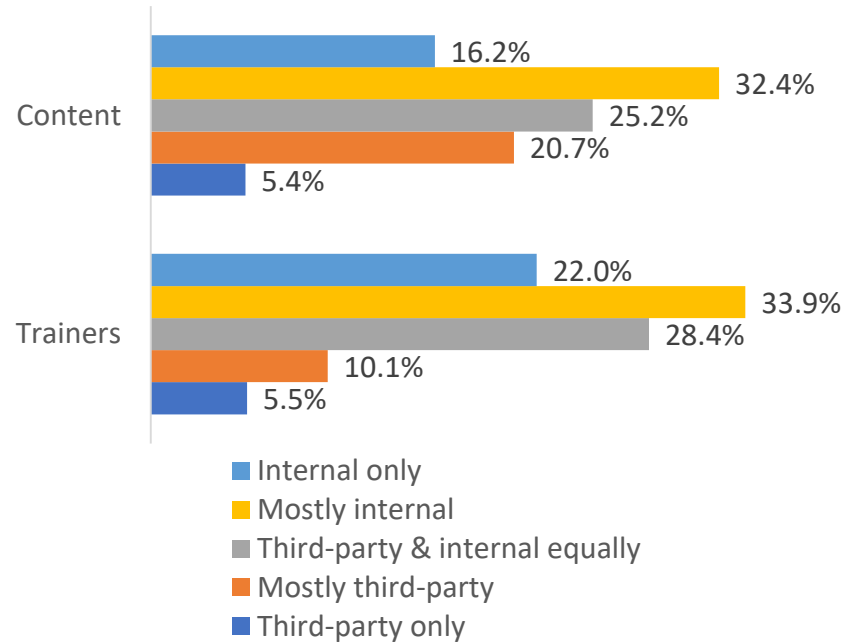
# Sales Training Resources

## Average Number of People Delivering Training

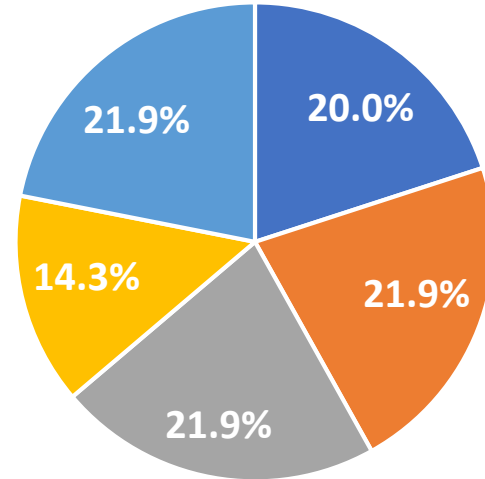
- Large (10,000+) = **24**
- Mid (1,000-9,999) = **4**
- Small (<1,000) = **3**

**6.3%**

Average learning budget  
allocated to sales



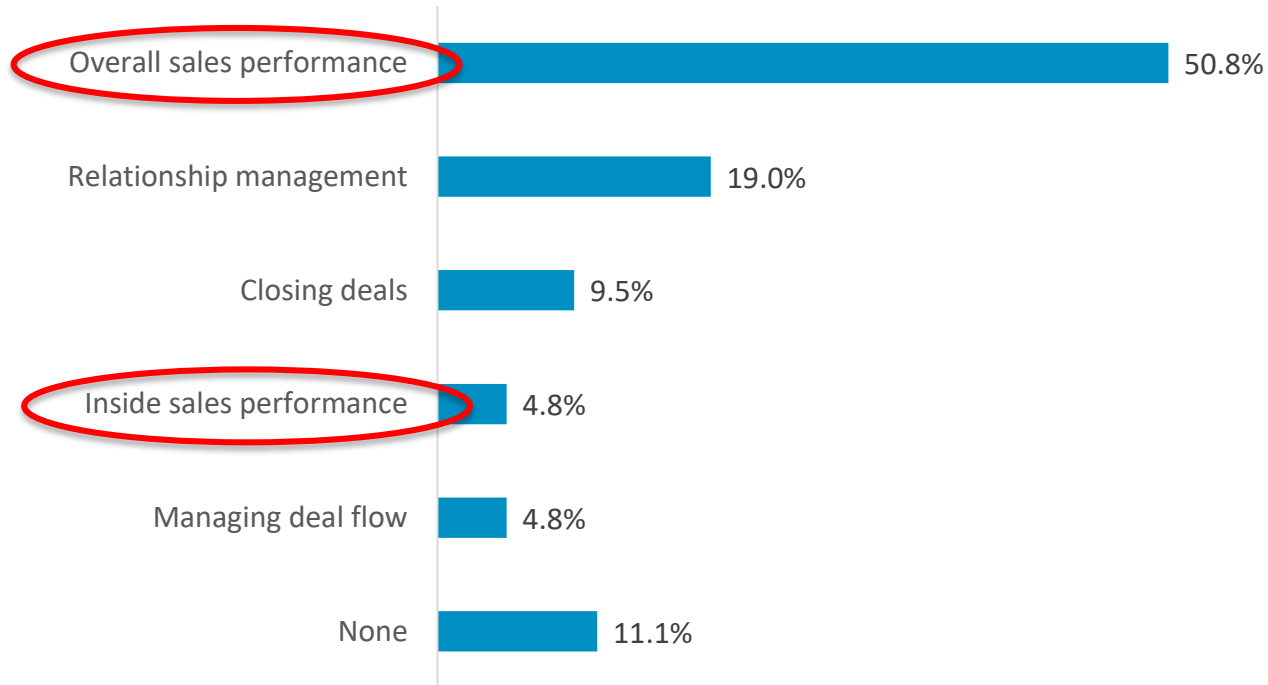
# Time Spent in Sales Training



■ 0 ■ 1 to 3 ■ 4 to 6 ■ 7 to 10 ■ 10+



# Most Pressing Sales Training Needs



# Areas of Sales Training Needing Improvement



# Training Challenges

Employees are too busy for training, they have too many other priorities.

Employees think they already know the material, so they don't want to attend.

Training has a bad reputation, so employees avoid it like the plague.

Systems are hard to use

Nothing seems relevant

# Sales Training Challenges

Products are being improved constantly

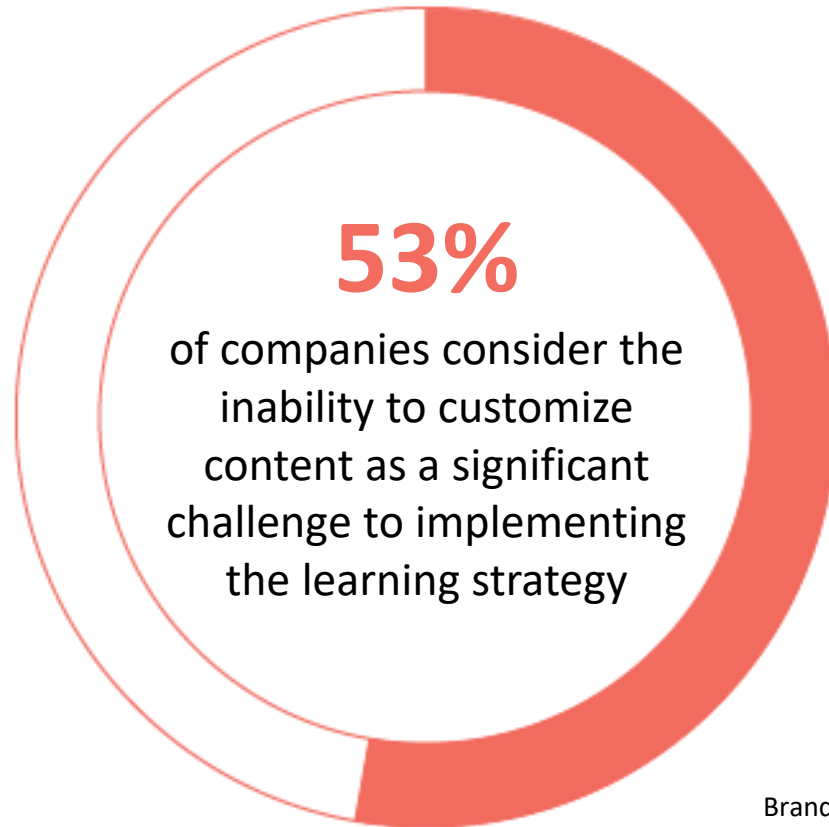
New products are launched

Competitive landscape is always changing

Customer needs are adapting

Sales best practices are evolving

# The Impact of Tailored Content



Brandon Hall Group, State of L&D, 2015

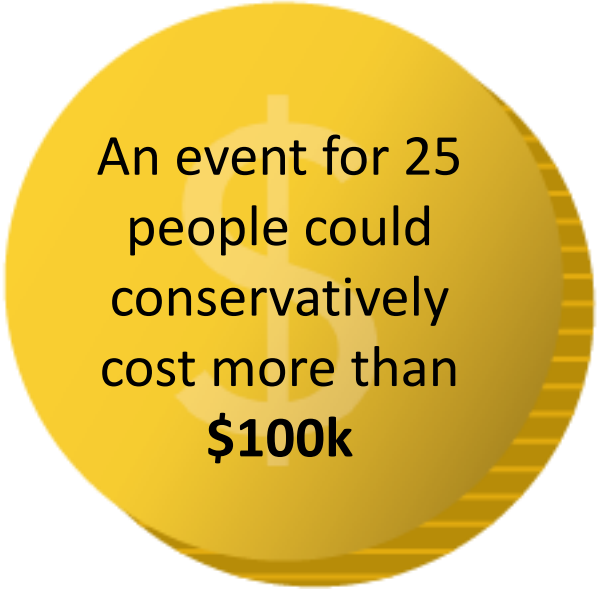
# Poll Question

How much of the sales training your organization conducts is face to face?

- None
- 1%-25%
- 26%-75%
- 75%-99%
- 100%

# The Cost of Face to Face

- Sales Program - \$3,500 - \$25,000
- Airfare – Average \$800 per person
- Hotel – 3 Nights @\$200/night
- Meals - \$150 per day
- Group Activities - \$300/person
- Room Rental \$2500/day
- Other “stuff”



An event for 25 people could conservatively cost more than **\$100k**

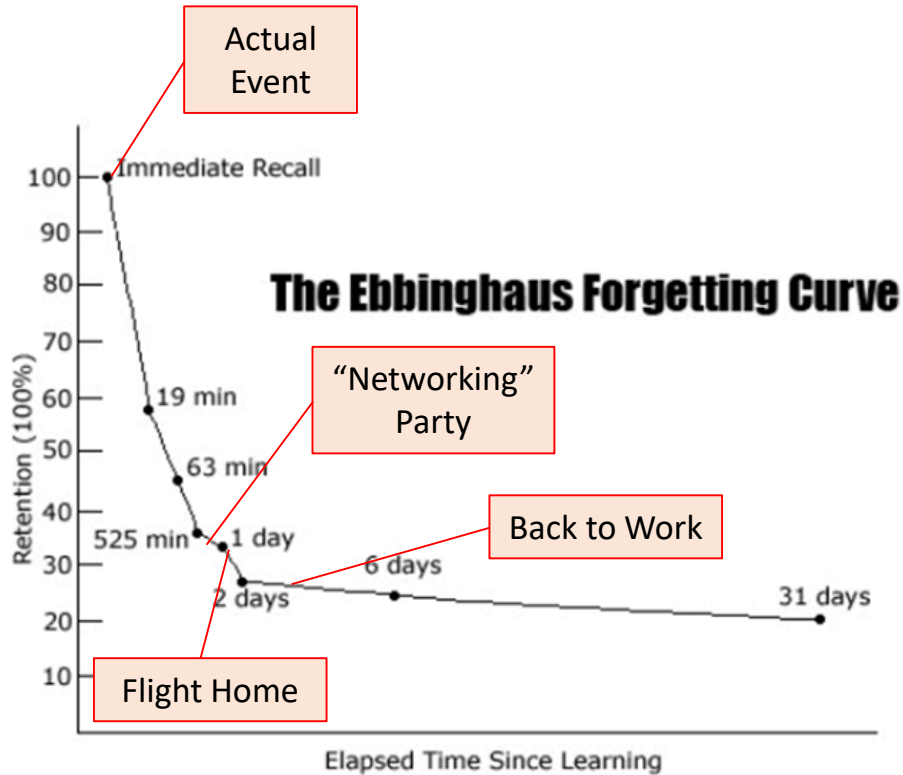
***\$\$ Don't Forget Lost Opportunities \$\$***

Source: Forbes

**What Are You Getting  
for That Money?**



# Forgetting Curve



Hermann Ebbinghaus



# Learning's New DNA

*"I want it to be relevant to my role, location and development path."*

Contextual

*"It needs to be short, I prefer videos and quick updates."*

Small

*"I learn better everyday and on an ad hock basis"*

Informal

*"Learning should be when I have time and when I need it."*

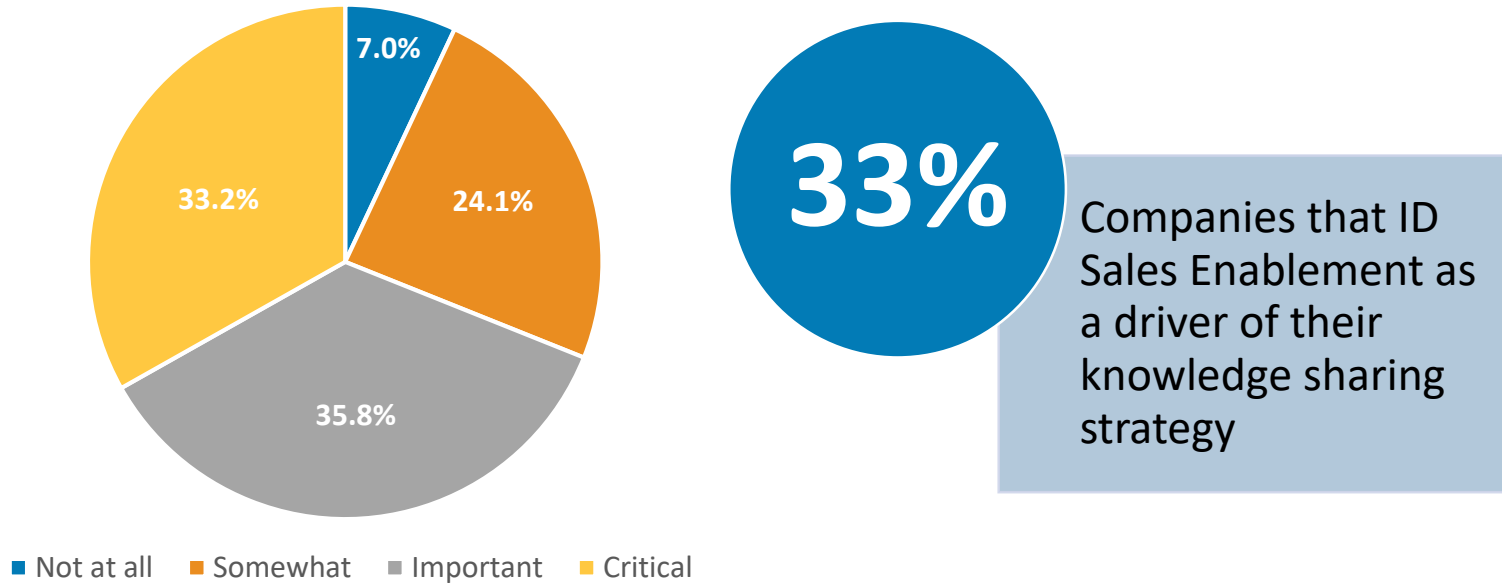
Mobile

*"I prefer peer discussions and recommendations."*

Social

# Knowledge Sharing

Importance of Knowledge Sharing for Sales & Marketing



BHG, 2017 Knowledge Sharing



67%

This infographic features a blue circle containing the percentage '67%'. To its right is a light blue rectangular box containing the text 'Companies that provide mobile devices to sales professionals'.

Companies that provide mobile devices to sales professionals



48%

This infographic features a blue circle containing the percentage '48%'. To its right is a light blue rectangular box containing the text 'Companies using video for products and services training'.

Companies using video for products and services training

# Poll Question

Is your organization currently using a video-based coaching tool in your sales enablement programs?

- Yes
- No

# Some Strategies



## 1. Virtual Roleplaying

What was once traditionally a face-to-face exercise can now be done anywhere, anytime. Sales professionals can put their product knowledge, objection strategies and messaging to the test by working together through virtual scenarios. Virtual sales roleplaying is a technique that allows learners to make constructive mistakes when it won't cost them a deal. More importantly, managers can track how well a rep performs in a controlled environment.

# Practice's Patented Learning Methodology

## FREQUENT PRACTICE

Learners practice their skills many times over.

## TARGETED COACHING

Learners receive individualized, meaningful feedback from instructors, experts, and peers.



## SOCIAL LEARNING & SCALED FEEDBACK

Learners leave targeted feedback on peer submissions, creating a social environment that scales feedback and assessment.

## SELF REFLECTION & MODEL RESPONSE

Learners self-reflect compared to model video response.

# Some Strategies (cont.)



## 2. Gamification

- By nature, sales professionals are a competitive group. Gamification engages and empowers sales teams by adding a layer of game-like elements and ranking to non-game situations.
- You can benchmark a standard of performance while rewarding the right selling behavior. You can use it to deliver positive reinforcement and manager feedback.
- Underperforming team members can see how they stack up against peers and access the training tools needed to help them climb the leaderboard.



# Some Strategies (cont.)



## 3. Short videos

Sales professionals are typically very pressed for time. There isn't much daylight between opportunities for huge chunks of training. Bite-sized videos have proven to be more effective than hour or day-long sessions. As attention spans continue to shrink, providing short bits of information can lead to an overall increase in learning retention. Mobile video allows team members to watch training videos on their own time, at a comfortable pace.

# Key Takeaways

- Onboarding is critical to getting salespeople up to speed and speaking the same language
- Sales teams require agile, accessible training
- Limit the amount of time away from the job
- Sales teams learn best from one another, connect them!
- Sales professionals respond to incentives
- Sales performance is one of the easiest things to measure, use it!

# Questions?

Thank you  
for joining us today!



If you have any additional questions, please email us at [success@brandonhall.com](mailto:success@brandonhall.com).