

Onboarding and Continuous Development for Sales Enablement

August 28, 2018

Sound familiar?



Can each rep confidently tell your brand story and talk about how you differentiate?



Are all your reps successfully onboarded and certified?



What knowledge is sequestered in the minds of your highest-performing reps?



Do your sales managers coach each rep individually?



Which skill gaps are causing deals to stall in the pipeline?

Sales reps generally
forget 80%
of what they've learned within **30 days.**

HR execs expect
managers to
spend **36% of
their time**
developing team
members

Reality = 9%

Annual turnover in sales = 27%
**That's twice the national
average.**

Accelerating Ramp Time = Revenue



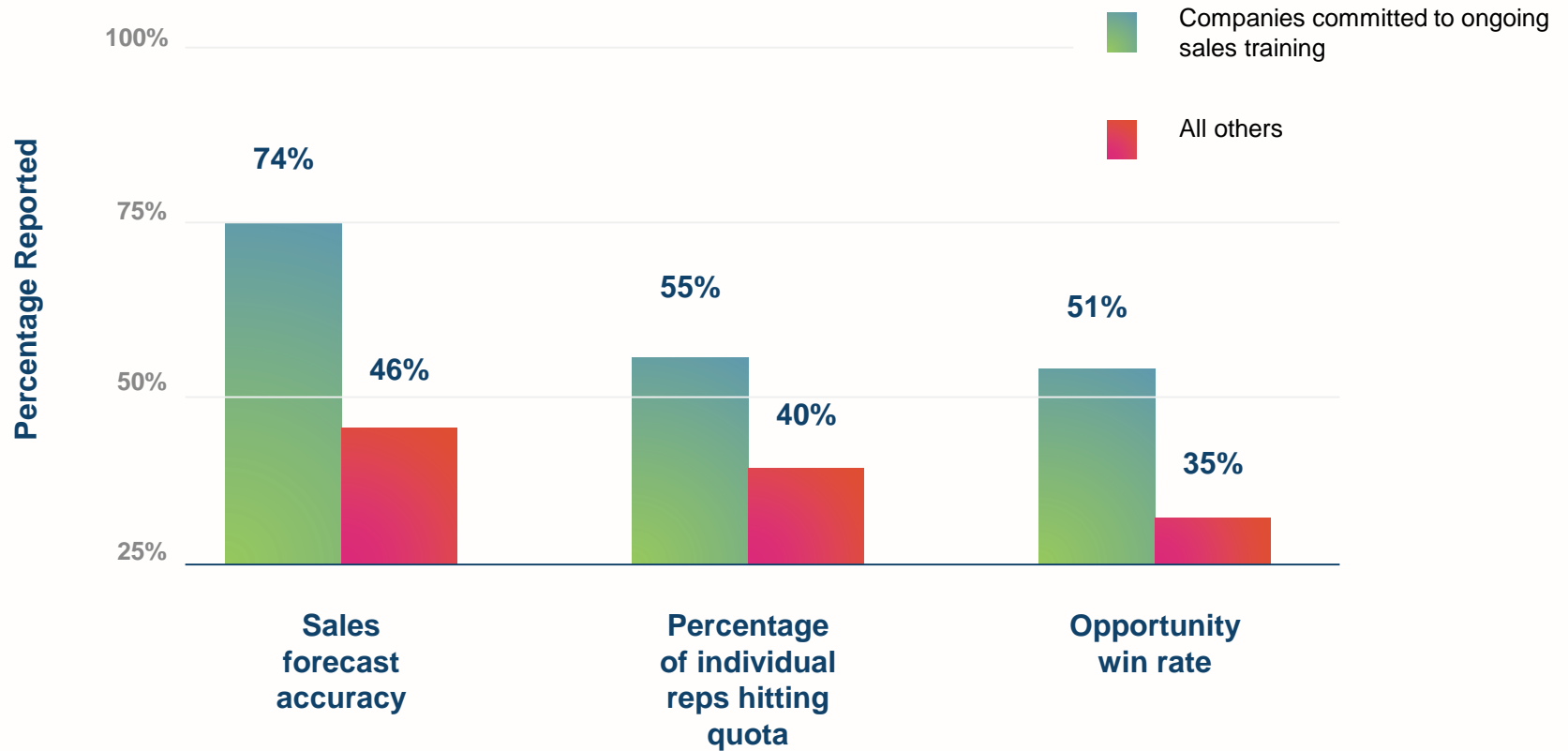
**HOW MUCH MORE COULD YOUR REPS CLOSE
IF THEY RAMP FASTER?**

Sales training isn't enough.
Enter sales enablement.

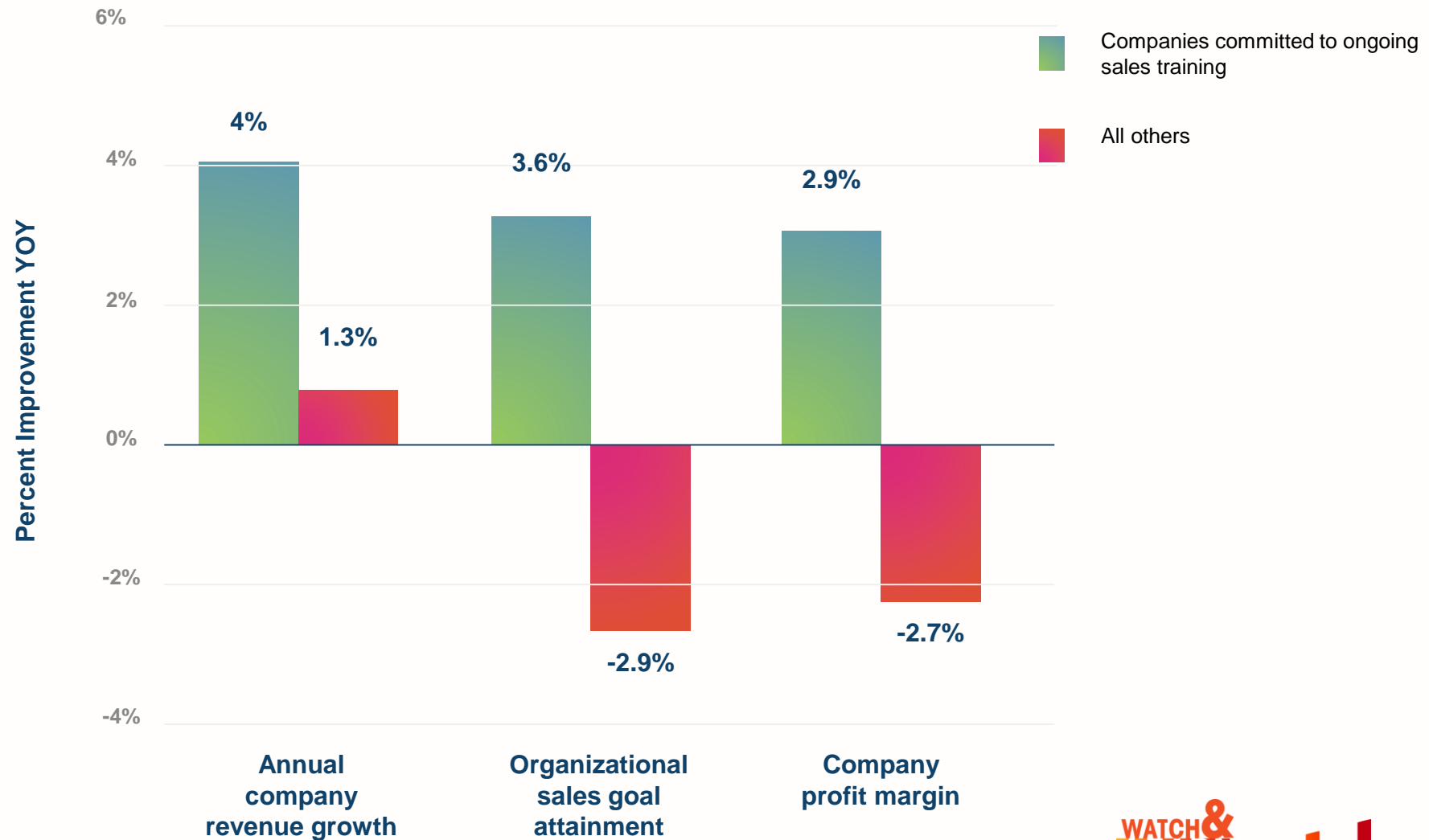
Why top sales teams focus on enablement

- **42% of reps attain first-year quota**
through coaching and learning (versus 35% without).
- **27% greater revenue**
realized from well-trained & coached reps (versus reps with no training).

Better Enablement Helps Sales



Better Enablement Helps the Business



**We asked
our reps
what they
wanted**

- **Collaboration** with peers
- Immediate, continuous **feedback**
- Hands-on learning and training
- Opportunities to **practice** their pitch, positioning, objection handling, etc.

We created the Bridge Suite

=

Strategic, competent sales teams



Scale faster, more effective onboarding & certification to decrease ramp time.



Save time and distribute knowledge with peer-to-peer feedback.



Realize more revenue through focused development.



Leverage analytics around skill gaps to see where sales needs help.

Enablement ROI

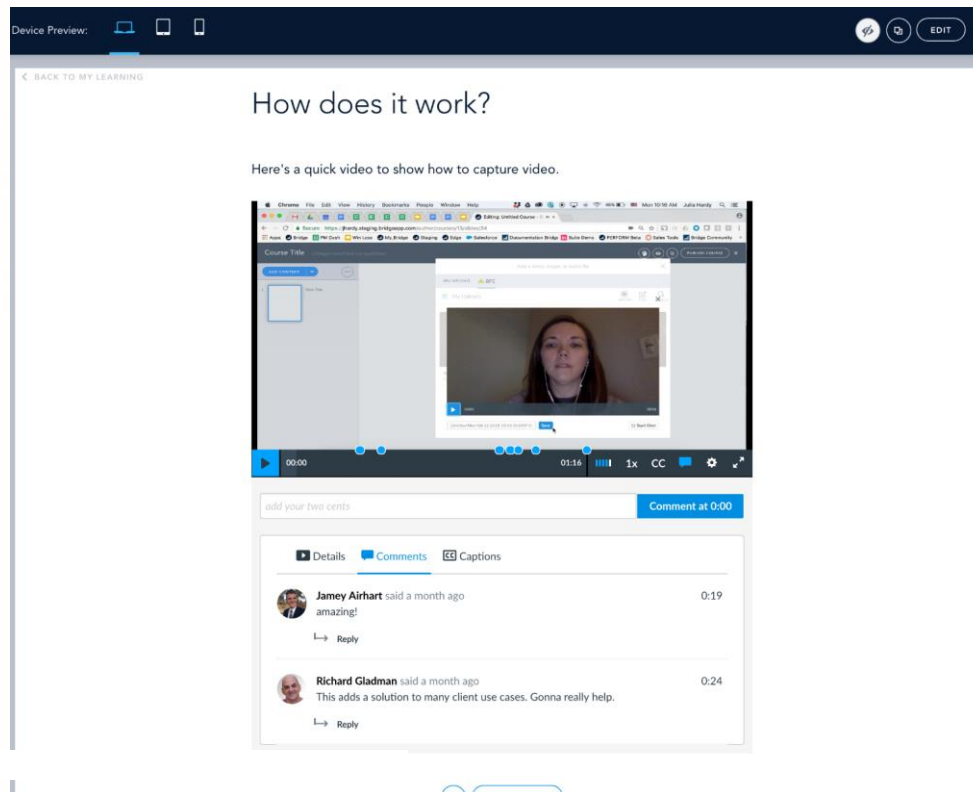
=

Confident, competent salespeople



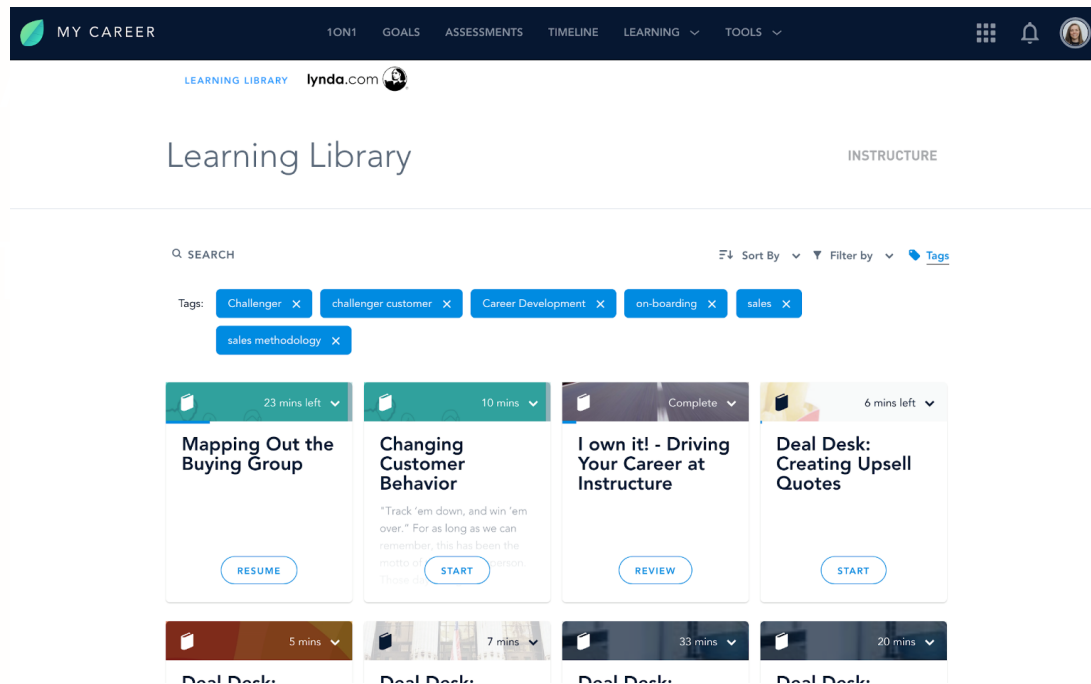
Bridge Learn

- **DEVELOP PEOPLE WITH PERFORMANCE-FOCUSED LEARNING.**
 - Onboard new Bridge reps with content highest-performing reps use to succeed.
 - Allow our reps to socialize ideas through video.



Bridge Learn

- **SCALE THE LEARNING PATH OF HIGHEST PERFORMING REPS.**
 - Assessments & quizzes — driving retention.
 - Personalize content to fit unique learning needs.



Bridge Practice

- **VIDEO-BASED MICROLEARNING AND COACHING & FEEDBACK**

- Allow peer-to-peer feedback to reduce strain on managers.
- Encourage frequent practice of soft-skills and messaging.
- Focus on skill coaching, not just deal progression.

The screenshot displays the Bridge Practice interface. At the top, a blue header bar contains the text "RORY VISSER | 11/16/2017 @ 2:15 PM EST" and a "READ ONLY" button. Below the header, the main content area is divided into two columns. The left column features a video player with a play button overlay. The right column contains a "PEER ASSESSMENT" section with a "45/50" score indicator. The assessment is titled "COMMUNICATION" and shows "15 of 15 points". The question is "Did the speaker seem sincere while describing the situation?". Below the question, it says "Rate their delivery:" and shows a rating scale with buttons for "BEGINNER", "INTERMEDIATE", "PROFICIENT", and "EXCEPTIONAL". The "EXCEPTIONAL" button is selected. Below the assessment, there is a "COMMUNICATION" section with "5 of 10 points". The question is "How effectively did the speaker encourage their employee?". Below the question, it says "Rate their delivery:". At the bottom of the interface, there is a "CLOSE" button. In the bottom left corner, there is a "BRIDGE" logo. In the bottom right corner, there is a "WATCH & LEARN webcasts atd" logo.

Bridge Practice

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.

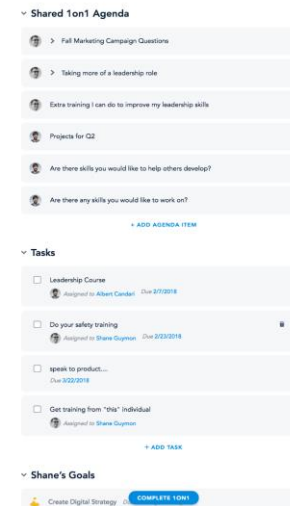
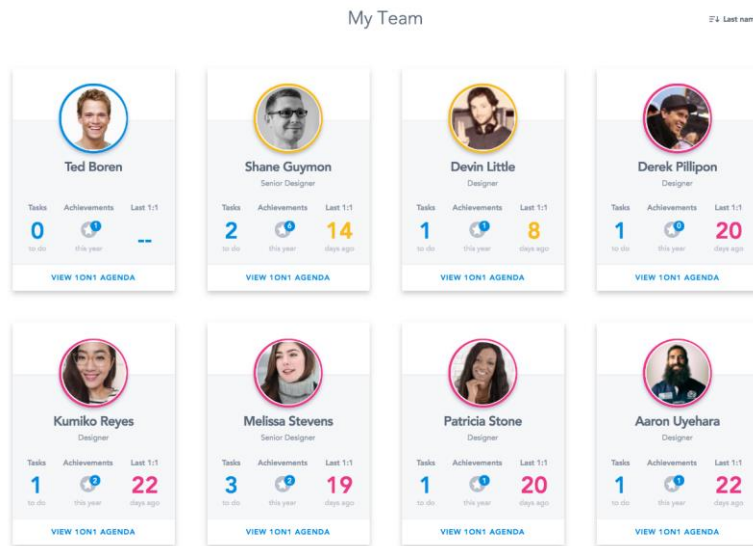
SELF REFLECTION & MODEL RESPONSE

Learners self-reflect compared to model video response.

Bridge Perform

- **INDIVIDUALIZED COACHING & ENGAGEMENT**

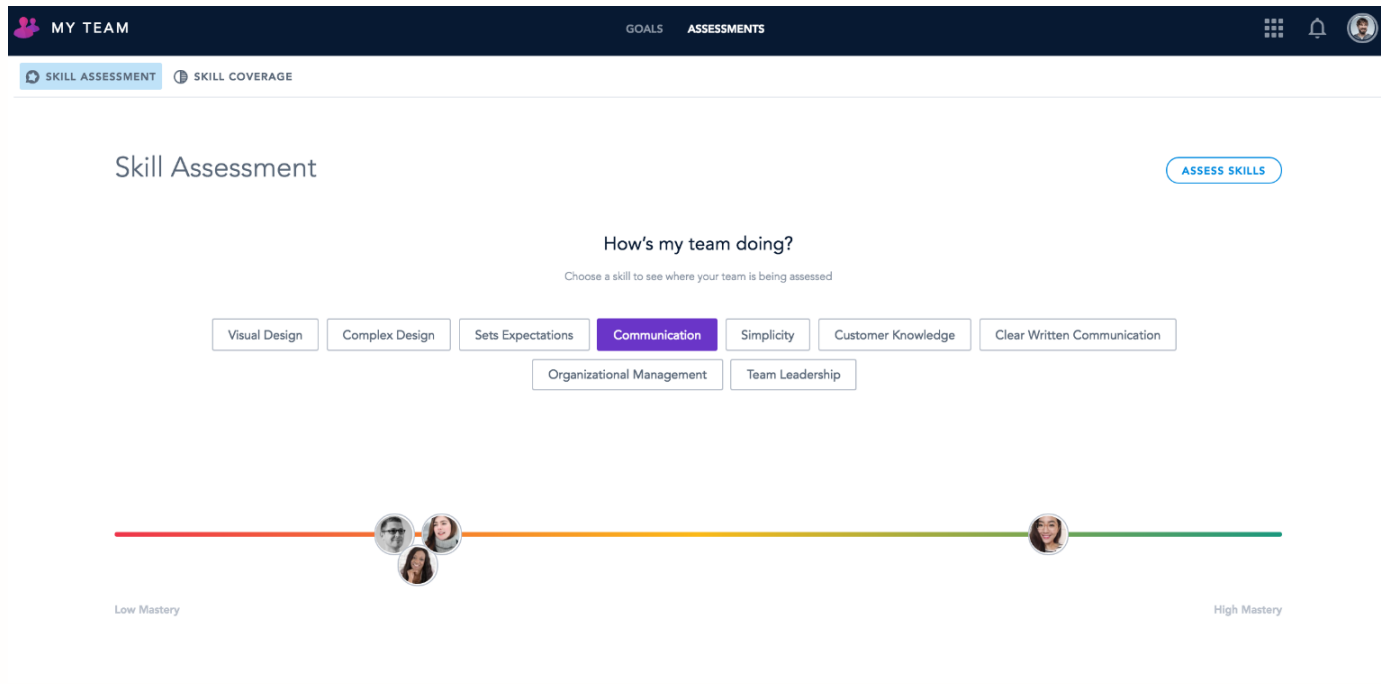
- Provide a structure for successful 1:1s and track manager-rep engagement.
- Assess rep skill gaps and encourage tailored skill development.
- Connect highest performing reps with others to share best practices peer to peer.



Bridge Perform

- **INDIVIDUALIZED COACHING & ENGAGEMENT**

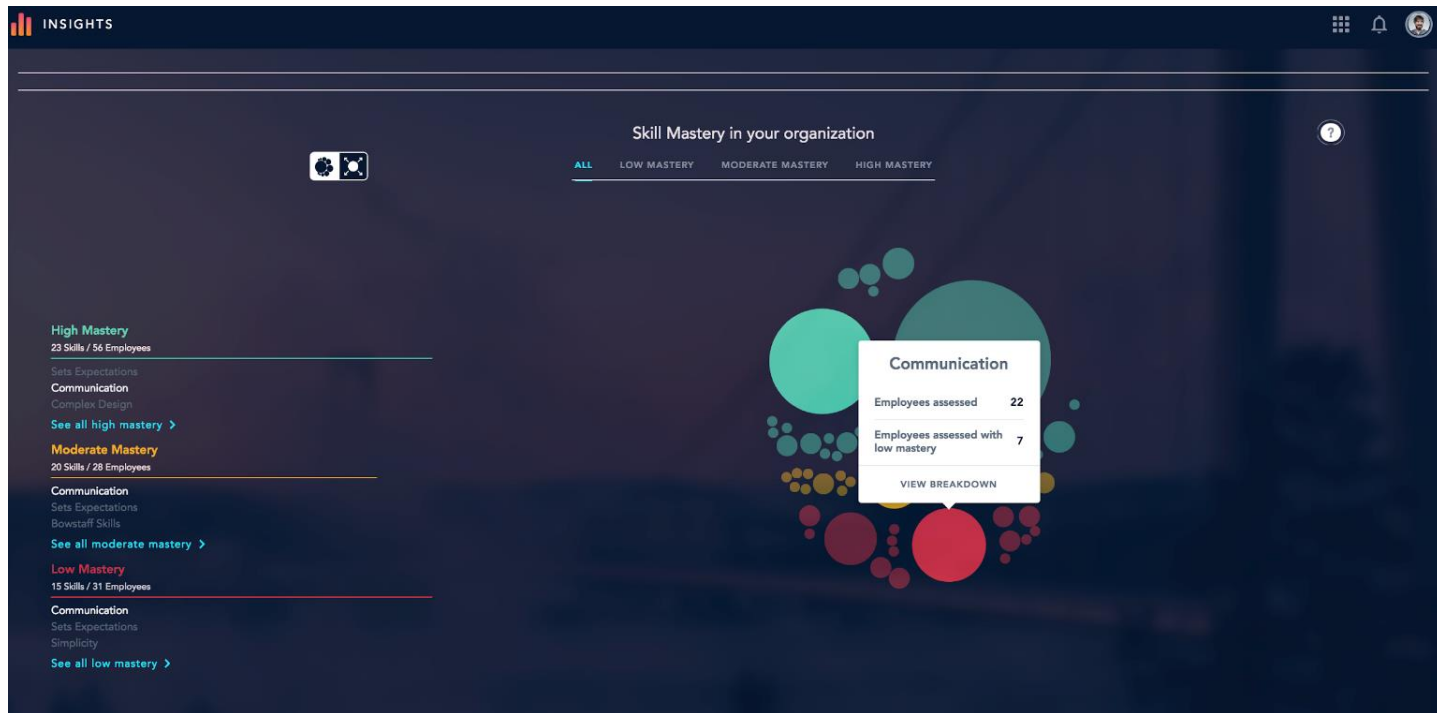
- Align rep goals to company and team goals and capture progress with the Timeline.



Measure & Repeat

- **UNCOVER SKILLS GAPS & TIE DEVELOPMENT TO PERFORMANCE**

- Time To Production, % Attained Quota, Conversion % Change.
- Ensure preparation for certifications.
- Base ongoing training on identified skill gaps.



Measure & Repeat

- **UNCOVER SKILLS GAPS & TIE DEVELOPMENT TO PERFORMANCE**
 - Leverage the Bridge Salesforce integration to enable active learning, boost sales performance and track linked achievements.

Enrollment Leaderboard

SALESFORCE USER	↓ % ENROLLMENTS COMPLETED	TOTAL ENROLLMENTS
Nick Nelson	100.00%	12
Estelita Young	100.00%	11
	100.00%	7
	100.00%	10
Jolene Wheeler	100.00%	7
Cortny Lyon	100.00%	27
Amy Allen	100.00%	11
Dorin Shen	100.00%	11

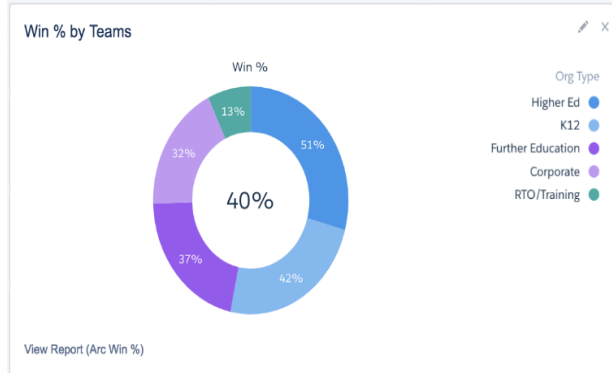
View Report (Enrollment Leaderboard)

Enrollment Leaderboard

BRIDGE USER: BRIDGE USER NAME	% ENROLLMENTS COMPLETED	↓ COMPLETION
Ike Bennion	62.37%	
Jessica Wells	53.26%	
Nathan Barrett	76.60%	36
Robert Lamb	61.54%	32
Jeff Tanner	96.97%	32
Nathan Alldredge	88.57%	31
Barry Youngfield	49.15%	29
Bob Birrell	82.86%	29

View Report (Enrollment Leaderboard)

salesforce



Creating your own sales enablement plan

1. Task managers to conduct **regular employee 1:1s**

- Boost **engagement** and **productivity**
- Facilitate **goal-tracking**
- Strengthen manager-rep relationships
- Provide **consistent performance feedback**

2. Create individual and team goals

- Track individual **goals**
- Celebrate **achievements**

3. Identify **key soft skills**

- Weak area (teamwork)
- Strength (innovation)

4. Create onboarding and certification initiatives

- Identify **sales initiatives**
- Conduct a **content audit** on existing materials
- Identify **gaps** and list courses to create

5. Use **practice** to drive perfection

- Combine **social learning** with **video feedback**
- Have **peers** provide **feedback**
- Encourage reps to keep **practicing** their skills

6. Assessments and mentors

- Use senior reps' **real-world knowledge**
- **Pair** new reps and senior salespeople
- Establish **tangible metrics**
- Enable **continuous feedback**
- **Mentoring ≠ coaching**

7. Utilize data and analytics

- Assess skills and learning **gaps**
- Manage **1:1** meetings
- Learn which reps shine in **core competencies**
- See if reps are struggling with **course content**

Questions?