

Sales Training in 2024: What You Need to Know to Deliver Results



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Today's Agenda

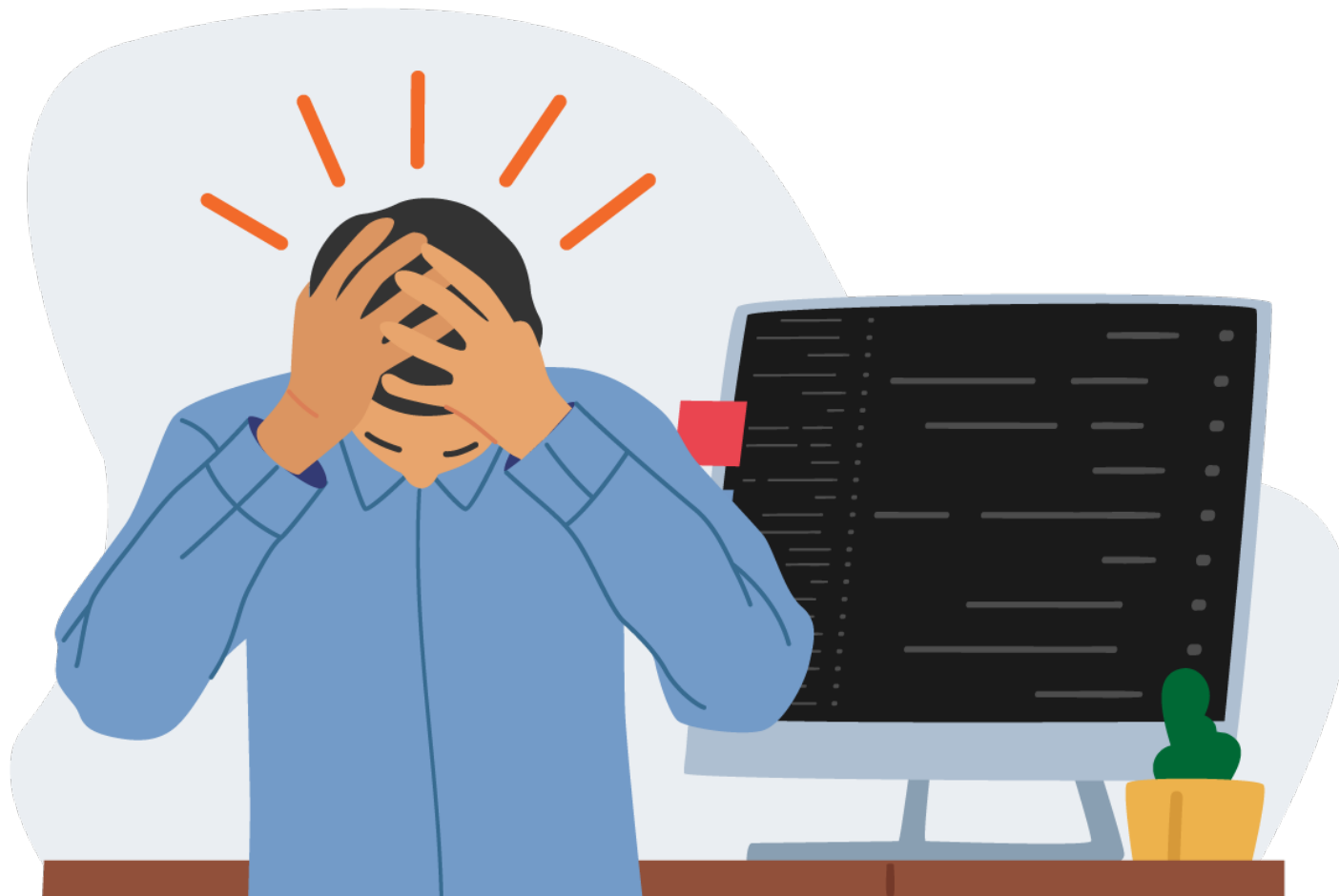
- 1. Current Market Conditions**
- 2. Understand Your Sales Team**
- 3. Create Training Experiences that Work**
- 4. Deliver Value and Measure the Impact**

What Are Your Top Challenges?

1 **Market Conditions/Economy**

2 **Building Relevant Training Experience**

3 **Measuring Impact / Proving ROI on Training**



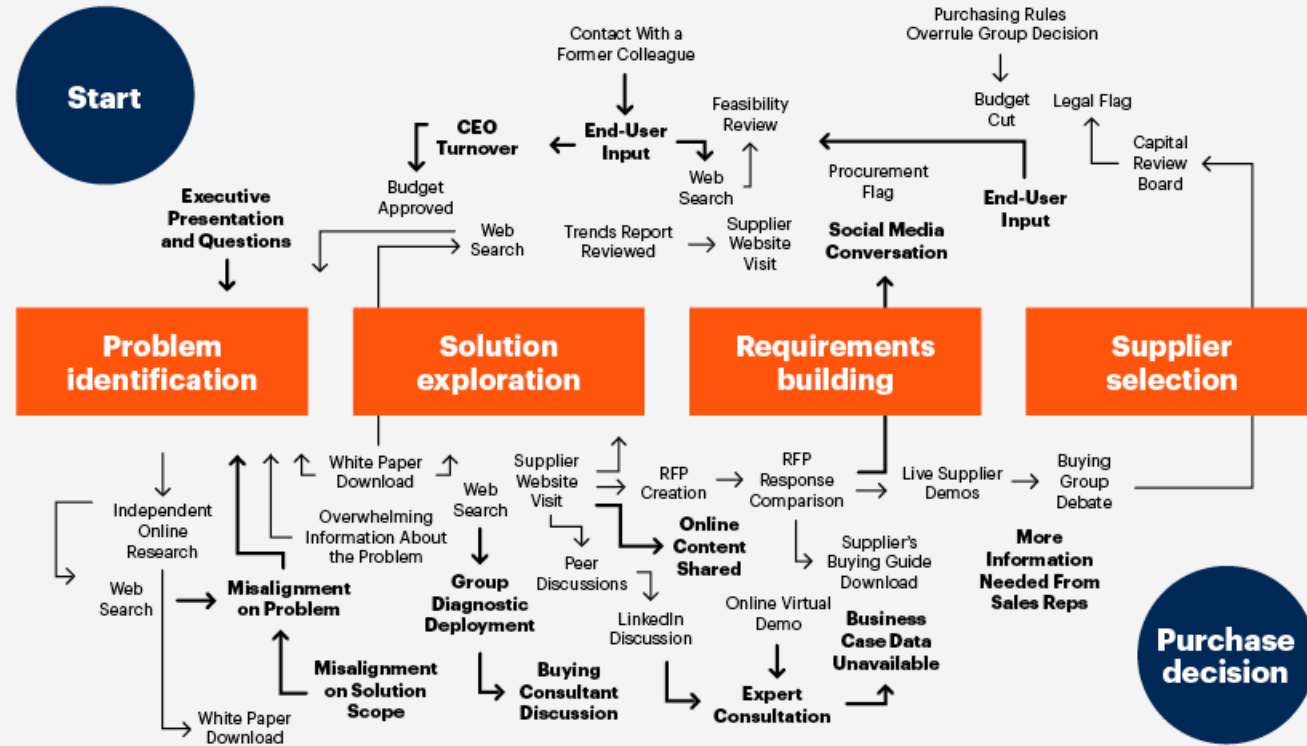
Current Market Conditions

Changes in Buyer Behaviors

- **Over 70%** - Buyers who prefer remote or fully digital interactions *(McKinsey)*
- **57%** - Point in the decision-making journey when buyers actively engage sellers *(Gartner)*
- Typical buying group for a complex B2B solution involves **6 to 10 decision makers.** *(Gartner)*

B2B buying journey

Illustrative



Source: Gartner
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Gartner®

Seller Frustrations

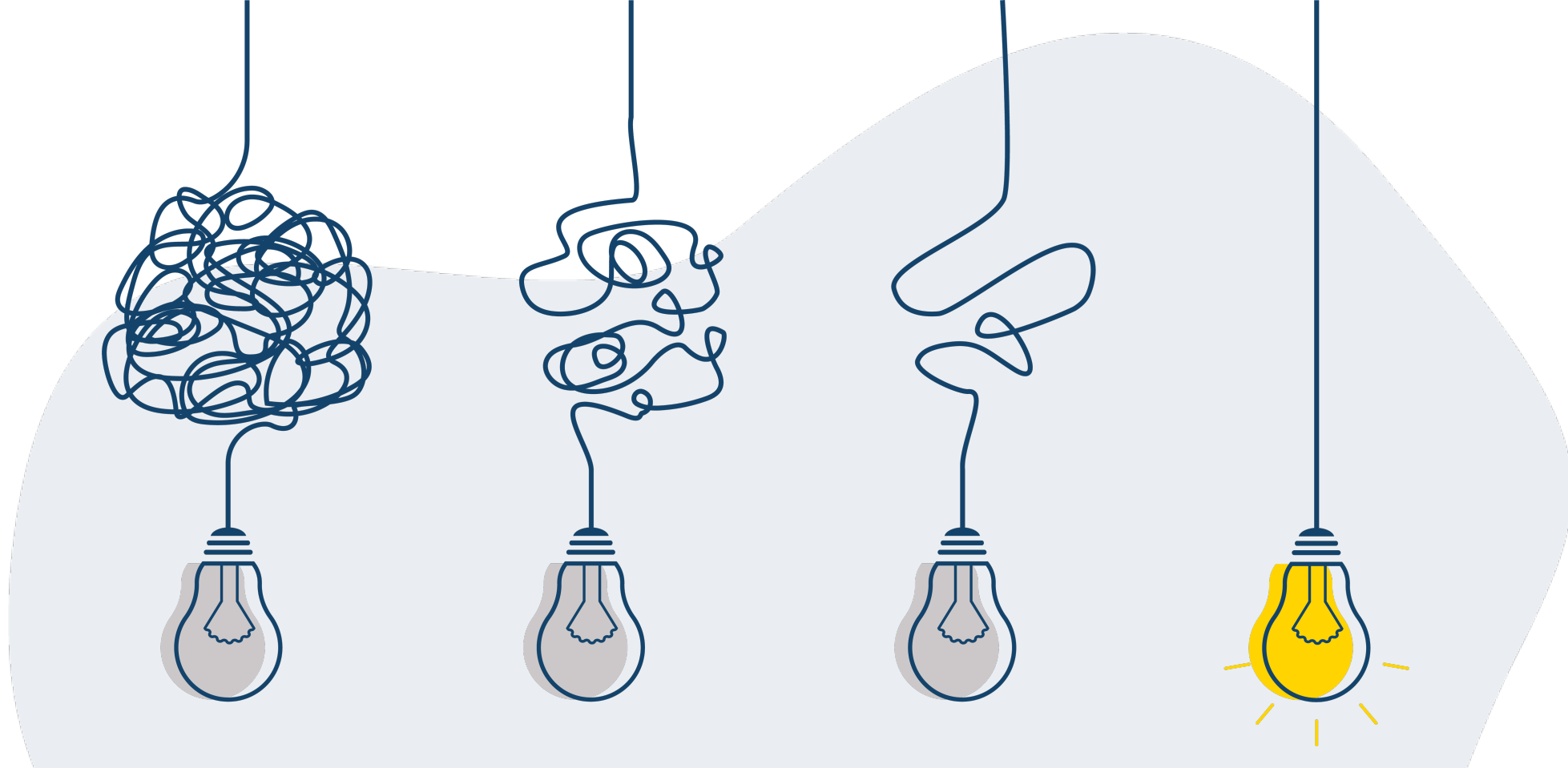


- Sellers are feeling frustrated
- They have a lack of confidence/control over the sales process
- Prospecting is more difficult
- Deals are falling through or sliding to the next quarter
- **Over 40%** - Opportunities that end in "no decision" outcomes *(DCM Insights)*

Sales Leader Priorities

- ✓ Need to deliver on the #
- ✓ Keep sellers focused on the job at hand
- ✓ Want an ROI from training and development initiatives





Understand Your Sales Team

A Shift In Sales Skills

Sales Related Skills with Statistically Significant Decreases in Capability

Competency	Before COVID vs Present
1. Self-Management	-7.69%
2. Resiliency	-7.63%
3. Self-Starting Ability	-7.61%
4. Problem Solving	-7.06%
5. Personal Accountability	-6.35%
6. Goal Achievement	-6.10%
7. Planning & Organization	-5.17%

Empathy is the one skill increasing.

More virtuous, less capable.

Identify the Gaps

What must your sales team do differently to achieve your objectives?

**Behaviors, Motivators,
Personal Skills, Selling Skills**

Objectively assess
current capabilities and
weaknesses – build
programs to address the
gaps



Create Training Experiences That Work

Incorporate a Sales Process

UNDERSTAND

70%



INVESTIGATE

- Positioning
- Prospecting
- Pre-Call Planning



MEET

- Building trust as a strategic advisor
- Create positive impression



PROBE

- Asking questions to determine needs and wants

PERSUADE

30%



APPLY

- Build Value Formula
- Connect recommendation to the wants



CONVINCE

- Justify price
- Prove claims



TIE IT UP

- Ask for business
- Determine next steps

Address the Fundamental Skills

Need to ensure reps get measurably better at the fundamentals – prospecting, discovery, pre-call planning, negotiating, closing.



CLOSING

NEGOTIATING

**PRE-CALL
PLANNING**

PROSPECTING

DISCOVERY

Thoughtful Experiences



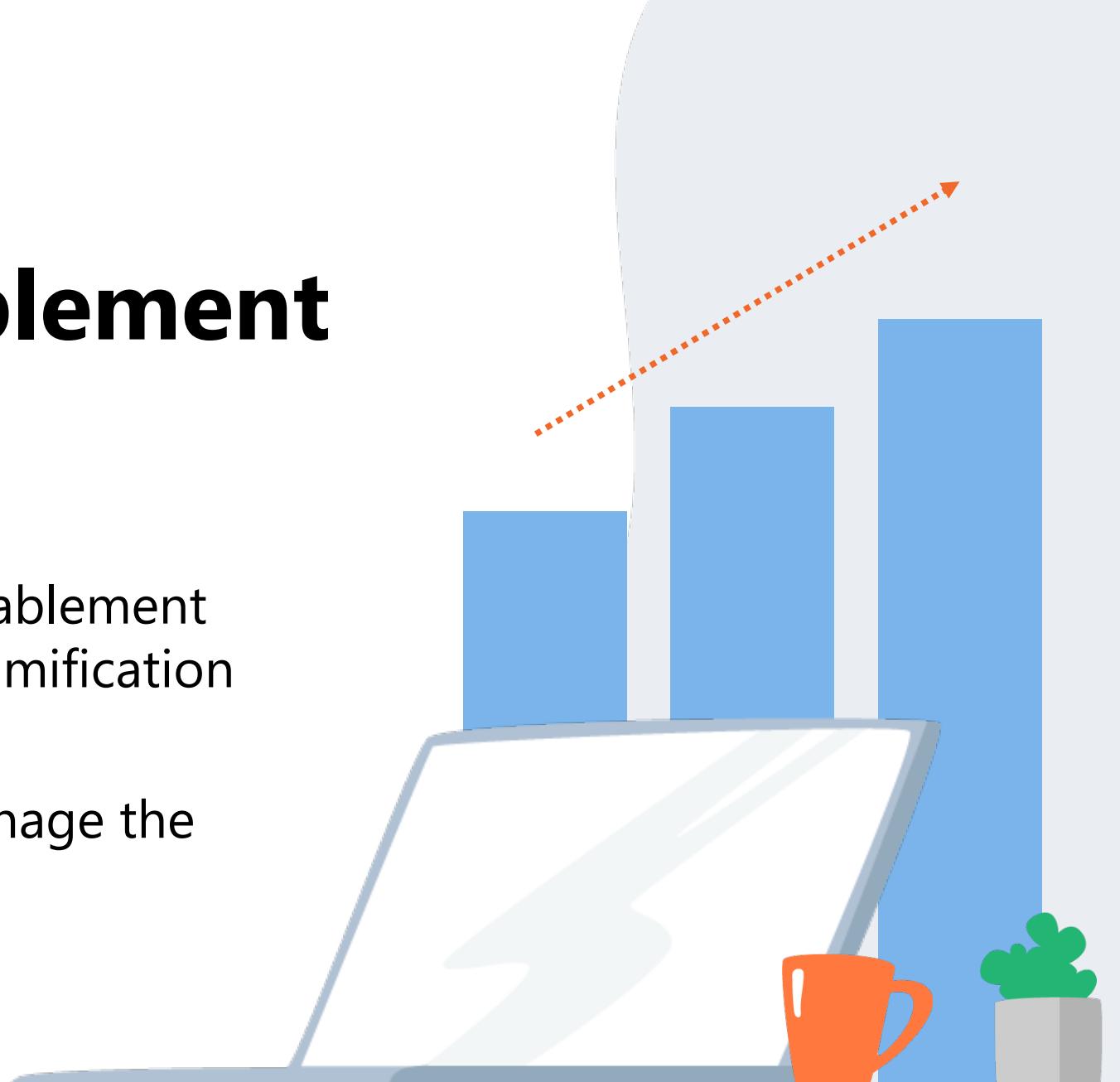
Blended Approach to Continuous Learning

- Digital reinforcement via sales enablement platform or LMS
- Coaching from managers is essential



Drive Utilization of Your Sales Enablement Platform / LMS

- ✓ Drive utilization of your sales enablement platform through competition/ gamification
- ✓ Identify a key stakeholder to manage the progress and engagement





Measure the Impact & Deliver Value

Measure Seller Skills Pre & Post Training

Assess your team – before and after the training to measure the impact and ROI



Q&A

Today's webinar recording will be emailed to all registrants.

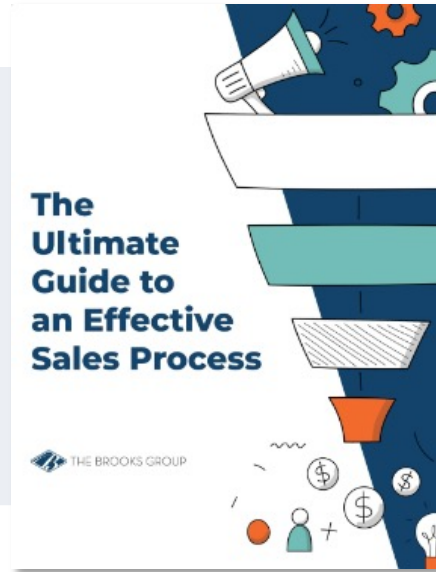


Immediate Action Steps

1. Identify the skill gaps in your sales team
2. Build a sales training program around what YOUR team needs
3. Involve managers in sales training reinforcement
4. Gamify your LMS/Sales enablement platform to drive utilization

Thank
You!

Additional Resources



White Paper:
The Ultimate Guide to an Effective Sales Process



White Paper:
Your Guide to Planning a Successful Sales Kickoff

