

Mastering the Fractured State of Sales Enablement and Training

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Today, you will learn how to:

- Transform in-person classroom sessions and live video into virtual training at scale
- Onboard Sales in a virtual world
- Use video as a collaborative tool to unite the team and keep content fresh
- Revamp sales meetings with pre-work and video to maximize learning and retention
- Create bite-sized modules to help reps navigate change when they can't meet face-to-face

Fractured State of Sales Enablement

- Engagement
- Retention
- Productivity



What is Virtual Training?

- Not just long Zoom sessions and webinars
- Easy to access and consume
- Interactive and engaging content
- Overall training, readiness, and enablement program



Live Meetings Alone Don't Work

- Zoom fatigue
- Attention span of learners - 65% are multi-tasking
- Timing doesn't always work
 - Avoid only one time to get the information
 - Flexibility for balancing work/home

Transforming face-to-face training

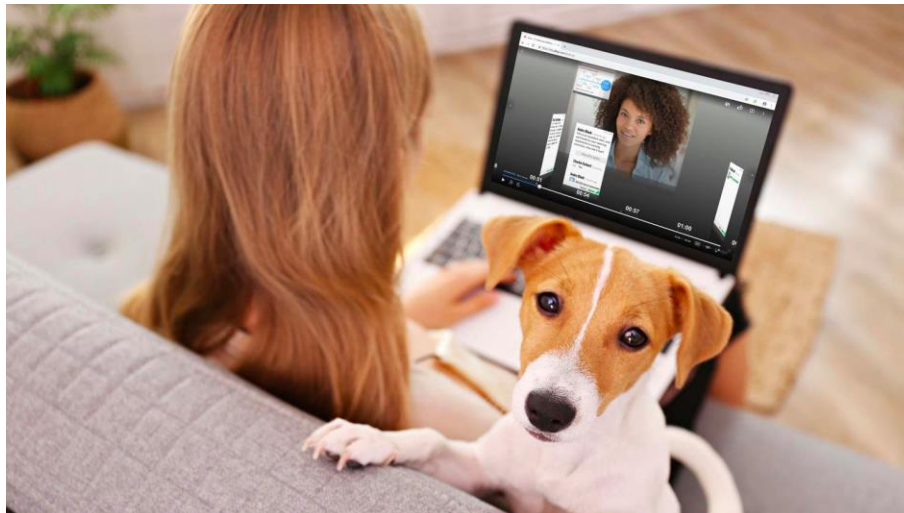
- In-Person Training
 - Presentations
 - Interaction
 - Practice
 - Stand and deliver
 - Testing
- Virtual Training Program
 - Engaging
 - Variety of components and modalities
 - Leverage video
 - Bite-sized content
 - Reinforcement activities

Use varied engaging components

- Short, on-demand video presentations
- Subject matter experts point of view
- Recorded best practice examples
- Assignments to record and submit for coaching
- Check for understanding along the way
- Live sessions to interact, answer questions

Video as a Collaborative Tool

- Provides connection
- Engaging
- Post questions on presentations and get answers
- Record practice sessions for coaching and feedback



Onboarding in a Virtual World

- No daily, in-person interaction with manager and mentor
- Need a more structured onboarding plan
- Assign pre-work before live sessions
- Zoom Meetings can follow that content. This will:
 - Allow the learner time to process the content and synthesize better questions
 - Save time for the trainer and learner by streamlining meetings
 - Create an easily repeatable onboarding path

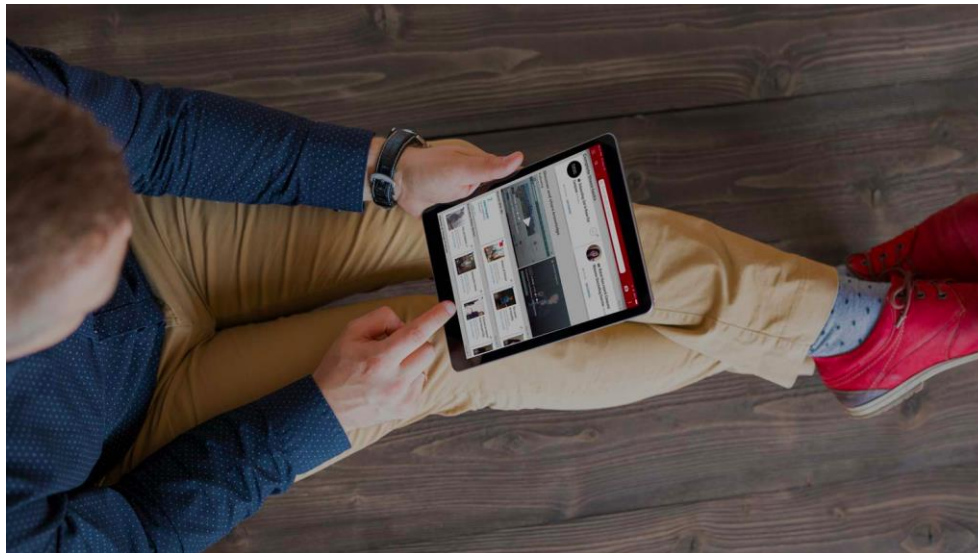
Virtual Onboarding in Practice

- Quickly welcomed and part of the team
- Ability to learn at my own pace
 - Easy to consume
 - Come back and review when necessary
 - Accessible anytime, and anywhere



Virtual Onboarding in Practice

- Made time spent with colleagues much more productive
- Practice and get feedback
- Reinforcement through gamification
- Having everything on an intuitive platform in one place



Revamp Sales Meetings

- Set the stage ahead of time
- Assign pre-work and distribute materials
- Shorter more focused live sessions
- Interaction throughout



Revamp Sales Meetings

- Record everything and make available for replay
- Engage the team post-meeting
- Reinforcement over the following weeks



Key Points

- Build a virtual training program
- Use variety to keep learners engaged
- Maximize learner productivity
 - Convenient
 - Bite-sized