



Provide Ongoing  
Updates for  
Sales Reps



Onboard New Sales Reps



Measure Effectiveness  
of Sales Training



# PRACTICAL GUIDE TO BUILDING AN EFFECTIVE SALES TRAINING

## In this ebook you will learn

1. **How to design** and execute a sales training program that achieves high adoption rates.
2. **How to accelerate** sales rep ramp time to productivity.
3. **How to actively educate** your field reps so that they are always sales ready.
4. **How to measure** the effectiveness of your sales training program and connect training investment with your business goals.

## What is MindTickle Sales Readiness Software?

MindTickle enables you to prepare your new hires to be sales ready and consistently keep them updated to close more deals.

### Outcomes

1. Design an effective and scalable training program.
2. Deliver an effective field communication plan
3. Assess and track the sales readiness of your sales reps

**TALK TO A SALES TRAINING EXPERT**

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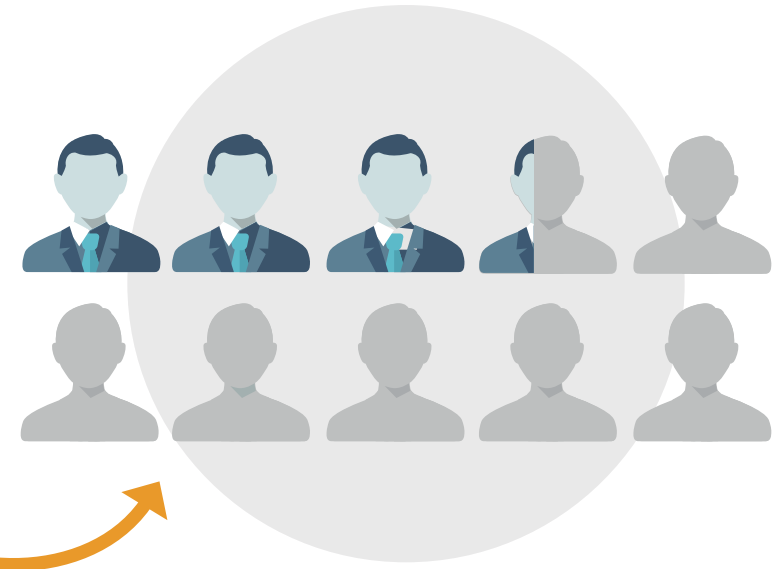
Six points to guide your sales training plans

# Introduction

## Why Should I Read This Sales Training Handbook?

We called this sales training ebook a “practical” guide for a very simple reason: you need to be practical. As a sales leader you are responsible for delivering quarter-on-quarter revenue growth.

***According to a recent study, while it takes an average of 6 months for a new salesperson to become productive, 66% of sales reps aren't convinced that sales training helps them perform better.***



This may not be as surprising as you may think. Conventionally, sales training programs have focused on behavioral modifications and learning new communication skills, such as effective negotiations for their salespeople.

While investing in building communication and negotiation skills is an important part of sales success, these are horizontal skills that your sales reps will carry from job A to job B. No wonder they are skeptical that new sales training programs add value...

Instead, there ARE opportunities to improve sales performance by investing in largely untapped areas of sales training.

That is the focus of this guide.

# Introduction

## Why Should I Read This Sales Training Handbook?

To achieve a sales edge, expand the focus of sales training to instill top notch product, industry and customer knowledge in your sales reps. Product and industry knowledge represent areas of severe underinvestment in many sales education programs. What's more, this deep knowledge is particularly important if your product or service requires a complex consultative training process with needs assessment questions, positioning and deep understanding of the prospect's pain points.

In a world where prospective buyers have many choices, your sales reps will have an advantage if they can build lasting relationships acting as industry consultants and trusted expert advisors.

The way to get there is a strong investment in your sales team's customer, product and industry knowledge.



# Introduction

## Why Online Training for Your Sales Organization?

With today's fast pace of innovation and shortened product cycles, a static pitch deck is not ideal when new features and case studies are being continually added. An online, cloud-based platform with intuitive real-time editing enables you to not only ensure the learning material is easily available to your learners at all times, but also track which of your salespeople have completed their training, and at what proficiency levels.

Clearly, online learning isn't a new phenomenon. Many companies use some kind of online resource to train employees. It can transform your existing sales training documents into engaging training modules and take the whole process up a notch.

In addition, online platforms can save the day for geographically-distributed sales teams.

Why do you need to do this? Let's say you wanted your existing sales reps to learn about a new kind of sales process. You created videos and documents, and then uploaded them to your intranet.

But how do you know your salespeople have actually gone through the material? Or more importantly, how do you know your salespeople have actually internalized the content?

Mobile delivery capabilities of these platforms also make content easily available to sales reps in the field. You can then use

# Introduction

## Why Online Training for Your Sales Organization?

quizzes and other assessments to ensure they truly have assimilated the knowledge they need to hit the ground running.

Most importantly, it allows your training program to be infinitely scalable, showing the way to any number of people who need it – whether your salesforce strength is 10 or 1,000, everyone can gain from the program without making a linear demand on your time.

In this guide we'll cover techniques to create a highly effective on-line sales training program. This includes proven methods for structuring your training program and measuring its effectiveness.





# Introduction

## The Benefits of an Effective Sales Training Program

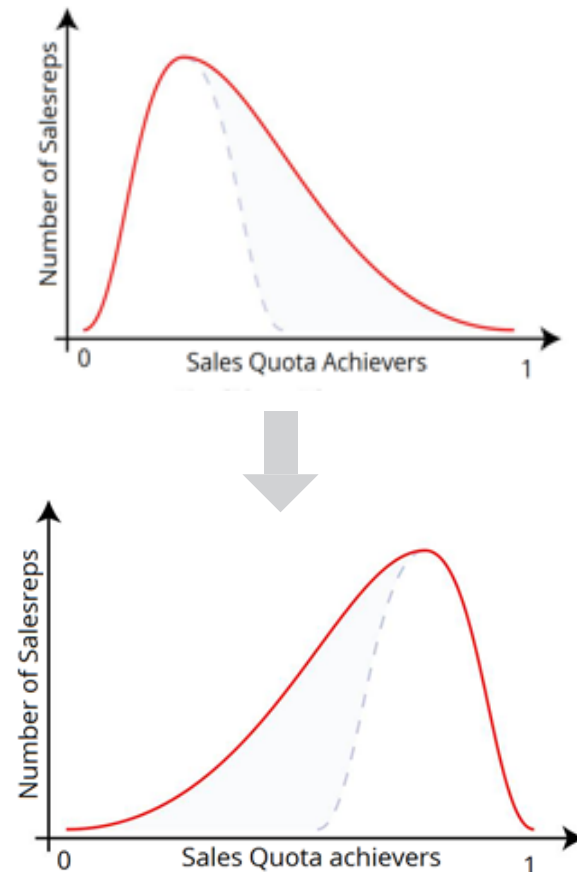
50% of sales reps don't achieve quota according to a research done by Brigade group, a sales strategy firm based out of Hudson, Massachusetts.

**What if you were able to move this bell curve so that more of your reps made quota?**

The key to unlocking sales performance is to invest in increasing the overall effectiveness of your organization. Effective reps make consistent sales. This makes it easier for you to predict performance, and quota and revenue achievement, with greater accuracy in sales forecasting.

Here are some benefits that are characteristic of effective sales teams:

- 1. Higher 'win rates'** due to improved sales effectiveness and productivity, as sales teams have more engaging sales conversations with customers on product benefits
- 2. Increased 'deal size'** as your sales team grows from just product selling to solution and consultative selling; and they become the 'trusted advisors' of your customers





# Introduction

## The Benefits of an Effective Sales Training Program

**3. Shortened 'cycle time'** for deals and better qualification that helps reps in general avoid time wasted on poor deals”

A strong sales training program can greatly benefit your organization to reach the goals in the following ways:

**1. Foster Effective Knowledge Sharing and Access** - With ongoing sales training, you can deliver a stream of up to date information on the product with technology which is easily accessible by your sales team anytime.

**2. Clarify Responsibilities and Expectations** - Communicate expectations for performance delivery by your sales reps.

**3. Motivate Your Team** - Training is a great time to remind your team of the business mission. Strive to motivate trainees and allow opportunities for trainees to motivate each other.

The bottom line is that you want to be able to achieve consistent, predictable sales. Increasing the overall effectiveness of your organization represents an opportunity to move the needle toward more predictable sales.





# Chapter 1: Assess Your Sales Readiness

*MindTickle!*★

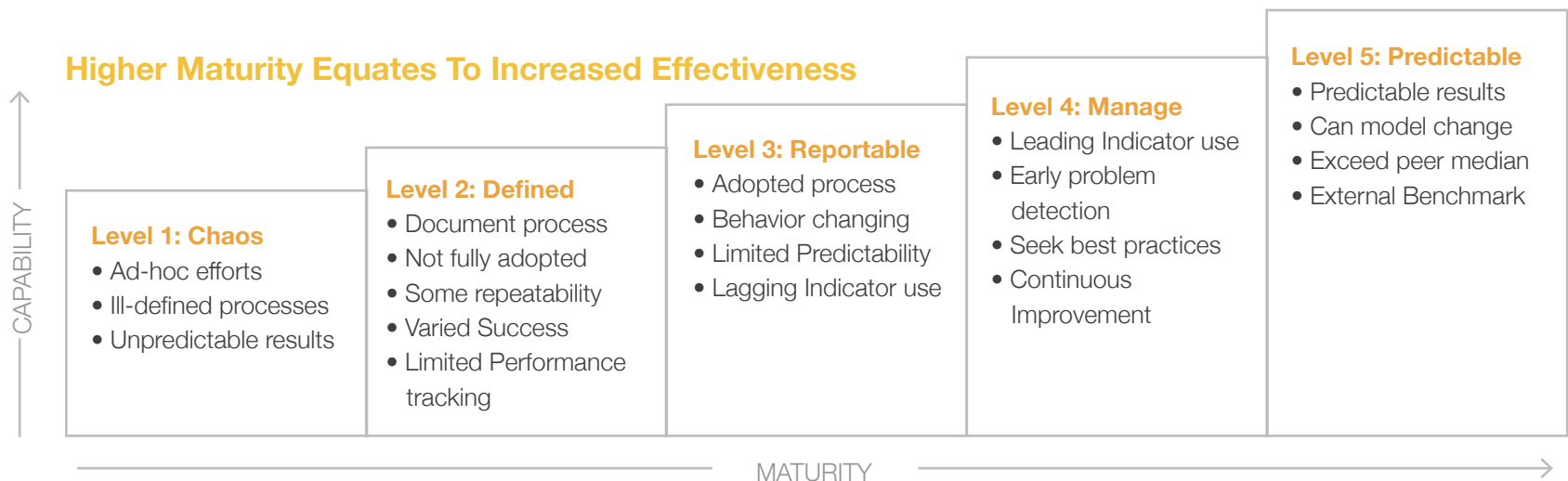
# Chapter 1

## Measure Your Sales Team's Effectiveness

Now that we've established that effective sales training can deliver business results, a good way to begin the journey to a more effective sales organization is to assess where you stand right now.

The Sales Readiness Index by Tribal Communications is a model that illustrates how sales capabilities increase with increasing levels of maturity. The more mature your sales process, the more effective it will be on a consistent basis.

The “sales maturity” of a sales organization is directly reflected in the sales rep’s ability to move a sales opportunity forward towards closing. As you read through the descriptions, you may recognize stages your company has experienced in the past, and you may see stages you aspire to reach.



# Chapter 1

## Measure Your Sales Team's Effectiveness

Going back to the idea of being able to consistently predict sales, you can see that level 5 represents the ideal state with predictable results and above average performance.

Contrast this with lower levels of maturity where you may have one home run in a quarter. Operating in the lower level zones can be daunting especially for post IPO companies when missed targets can cause your stock price to take a big dive.

The ability to predict performance is the key distinction between running a level 1 chaotic sales organization and a level 5 well oiled sales machine.



# Chapter 1

## A Test to Assess Your Organization's Sales Readiness

You can evaluate the maturity of your sales process and determine how to improve performance by using the table below. Decide how the statement defining the strength levels, from chaotic to predictable, describe your sales organization. For each row, place a checkmark on the level (L1 - L5) that best describes the state of your organization.

Evaluate the maturity of your sales process.		L1 - Chaotic	L2 - Defined	L3 - Reportable	L4 - Manage	L5 - Predictable	L1	L2	L3	L4	L5
Designing a Sales Process	Purpose	Sales Process is not designed	Sales Process Designed	Sales Process Adopted	Sales Process designed to optimize sales rep knowledge	Sales Process to prepare sales reps to close more deals					
	Process	Sales Process inputs, outputs, suppliers, and customers have not been identified	Sales Process inputs, outputs, suppliers, and customers have been identified	The identified sales process is used to measure effectiveness	The identified sales process is used to measure refine sales process	The identified sales process is used to optimize sales cycles					
	Documentation	There is no documented sales process	The documented process is primarily functional	There is end to end documentation of sales process	The documented process defines expectations and maps to other sales process like training etc	An electronic representation of the process to helps analysis of the sales process					
Sales reps	Knowledge	Sales reps are unaware of the any process for sales	Sales reps can name the process they execute and identify key metrics of its performance	Sales reps know the overall flow, how their solution affects customers, and process performance	Sales reps are familiar with both fundamental business concepts and with the drivers of enterprise performance and how their work affects other processes	Sales reps are familiar with the enterprise industry and its trends and can describe how their work affects other processes and customers					
	Skills Behavior	You are unaware of the skill level of sales reps	Sales reps are skilled in problem solving and process improvement techniques	Sales reps are skilled in team work and self management	Performers are skilled in business decision making	Performers are skilled in change management and change implementation					
Owner of Sales Process	Identity	There is no owner	There is an owner with defined KPIs	There is an owner with defined KPIs and metrics to measure ROI	The owner is able to forecast ROI of Sales Training process	The owner is able to influence sales cycles by improving skill level in sales reps					
	Activities	None	Ad-hoc support to sales reps	Understand sales cycle issues and support sales reps	Ability to forecast problems in sales and enable sales reps to handle these problems	Sales Process is predictable					

Try to be as objective as possible when rating your organization; by accurately identifying what you are doing today, you can determine what you need to work on so you can do better tomorrow. Ask others in your organization for their input; poor communication between the sales and marketing teams is very common, especially throughout levels 1 to 3.



# Chapter 1

## Factors That May Influence Your Organization's Maturity Level

Where you can afford to operate in the Sales Readiness Index depends on several factors.

### **1. The type of industry you are in is key to determining which level is optimal for your current state:**

New technology and innovative industries (or sub-industries) can be effective in a Level 1 chaotic state. However, mature industries need predictable performance (Level 5) to sustain results. For example: if you are selling office supplies, you need to be a Level 4 or 5 to consistently grow revenue. By contrast, renewable energy can be very successful initially in a chaotic (Level 1) state.

### **2. Experience and tenure is key to determining which level is optimal for your current state:**

Have a lot of 'sales rookies' on your team? You better be a Level 3+ or sales performance will be tough. By contrast, if you have a lot of 'rainmakers', a Level 1 or 2 state may be ok as long as there is no turnover.

### **3. Product maturity and market share is key to determining which level is optimal for your current state:**

Trying to sell ballpoint pens? If you are not at a Level 5 sales management state, consider doing something else. It will be a long, hard road. Pitching 3D holograms? A Level 1 chaotic state may be enough to get you established in the market.

Regardless of the stage your organization is in, for long term survival, it is critical to move your reps from a level 1 state to a level 5 state as rapidly as possible.

There is a direct connection between organizational maturity and sales training effectiveness. Often, lower levels of maturity can be attributed to a lack of effective sales training. An effective sales training is essential for an organization to mature on the sales readiness index.



## Chapter 2: Create Your Sales Training Program

*MindTickle!*★



## Chapter 2

### Structuring an Effective Sales Training Program

Now that you have a sense of how mature your sales process is, let's turn to the nuts and bolts of executing the actual sales training program. Sales training can lead to drastic improvements in performance if your program is properly designed, implemented and reinforced.

To do this, you need strategic programs that address each of the levels of training, and execution. We'll outline the guiding principles, objectives and key components required to build your sales training program.

We'll also provide a program with a sample schedule to help you get started right away!



# Chapter 2

## The Most Important Guiding Principles of a Sales Training Program

Let's look at some guiding principles that accelerate the success of sales training programs and empower sales reps to perform better in the long-run:

### 1. Top Down Vision

Ensure that the training incorporates the vision of the person charged with overall responsibility of revenue. The training needs to incorporate guiding principles that will help the sales team transition to the 'desired next level' consistent with the company's strategic goals.

Ensure that you clarify responsibilities and set expectations around roles, resources and delivery by the sales reps.

### 2. Customer Persona

Communicate the target personas so that your sales reps have a detailed description, including name, job title or role, industry or company info, and demographic info, details about their responsibilities, the typical size of their business or household income, what geographic region they're in, and so on.

Knowing this is critical to your rep's ability to understand pains, needs, and challenges of prospective buyers.

In the end, the sales rep should be able to tell a story the customer understands by identifying who will most likely find the product valuable and what value one gets, thus eliminating any 'Leap of Faith' the prospect needs to take.

### 3. Customer is King

What sales reps need to understand is that it is all about the insight into the customer behavior, and how the product will enrich the customer experience. Training that anticipates focused, high-impact interactions with the product is truly cost-effective, since it is rooted in demonstrable customer needs.

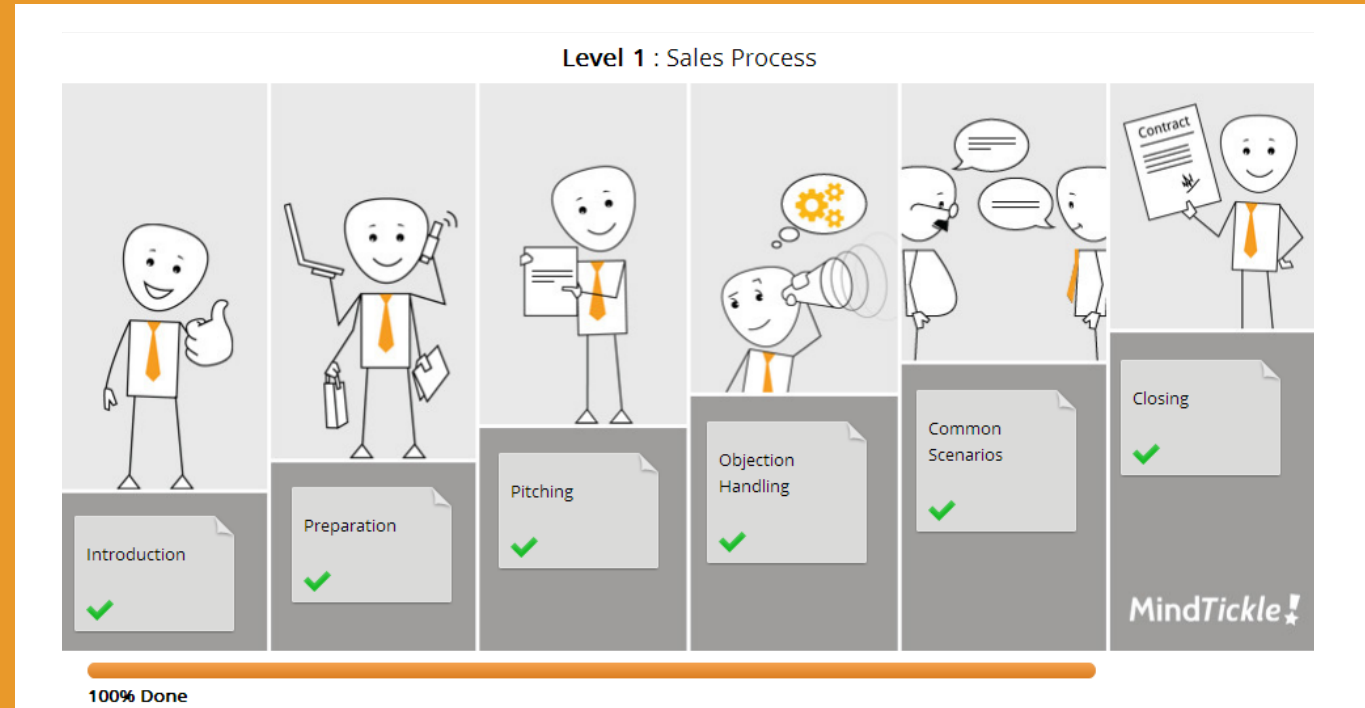
# Chapter 2

## What makes a Sales Training Process?

### 4. Sales Process

A good sales program should be constructed around the sales process of the company. Sales people understand best in context to something they can relate to.

The sales training program should align with how the product features feed in to the needs and goals of customers, with strengths against competitors and responses to 'obstacles' – all as part of a unified sales process.

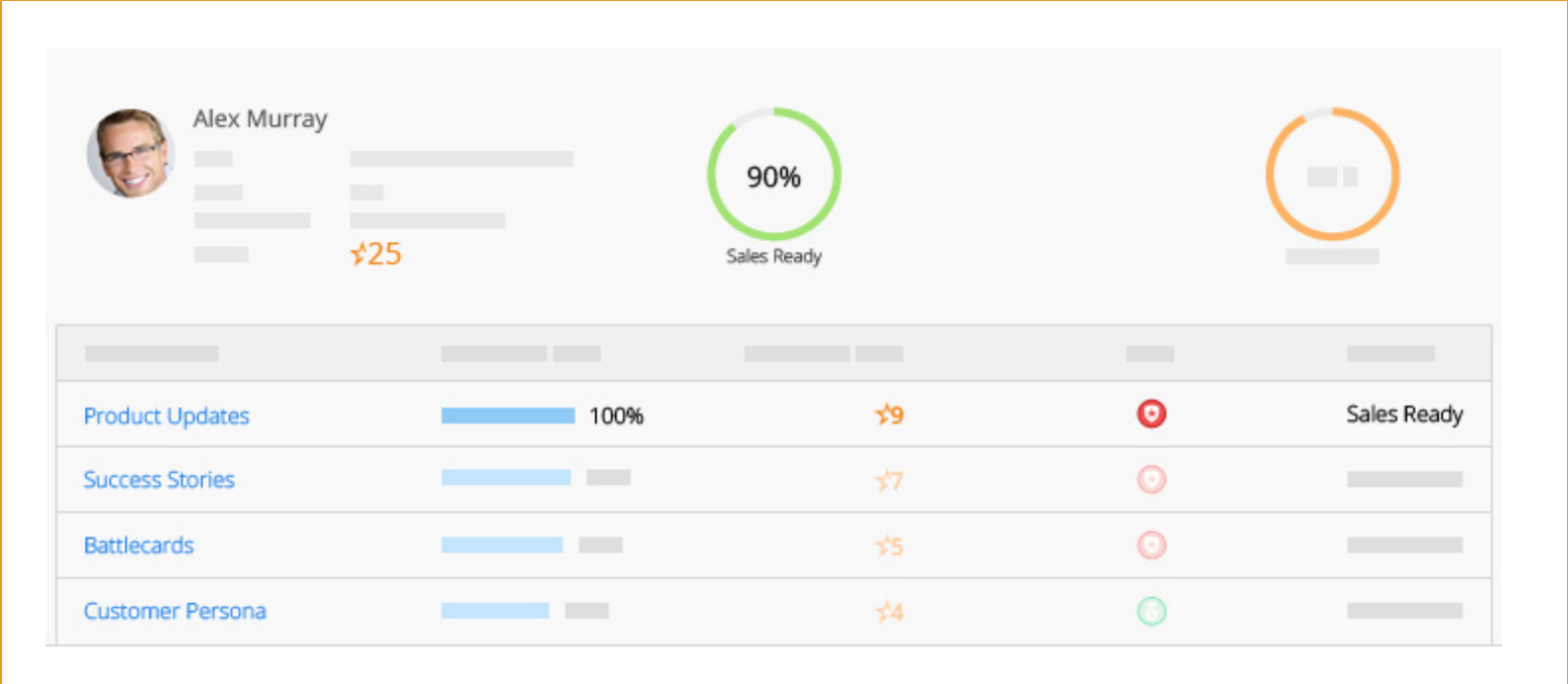


# Chapter 2

## What makes a Sales Training Process?

### 5. Relevance

Sales people get very motivated by stories of ideas that work with customers. A good sales program should incorporate case studies and highlight key learnings. Even better, try to include case studies related to the sales person’s pipeline. “Shared stories” is a powerful concept with sales people.



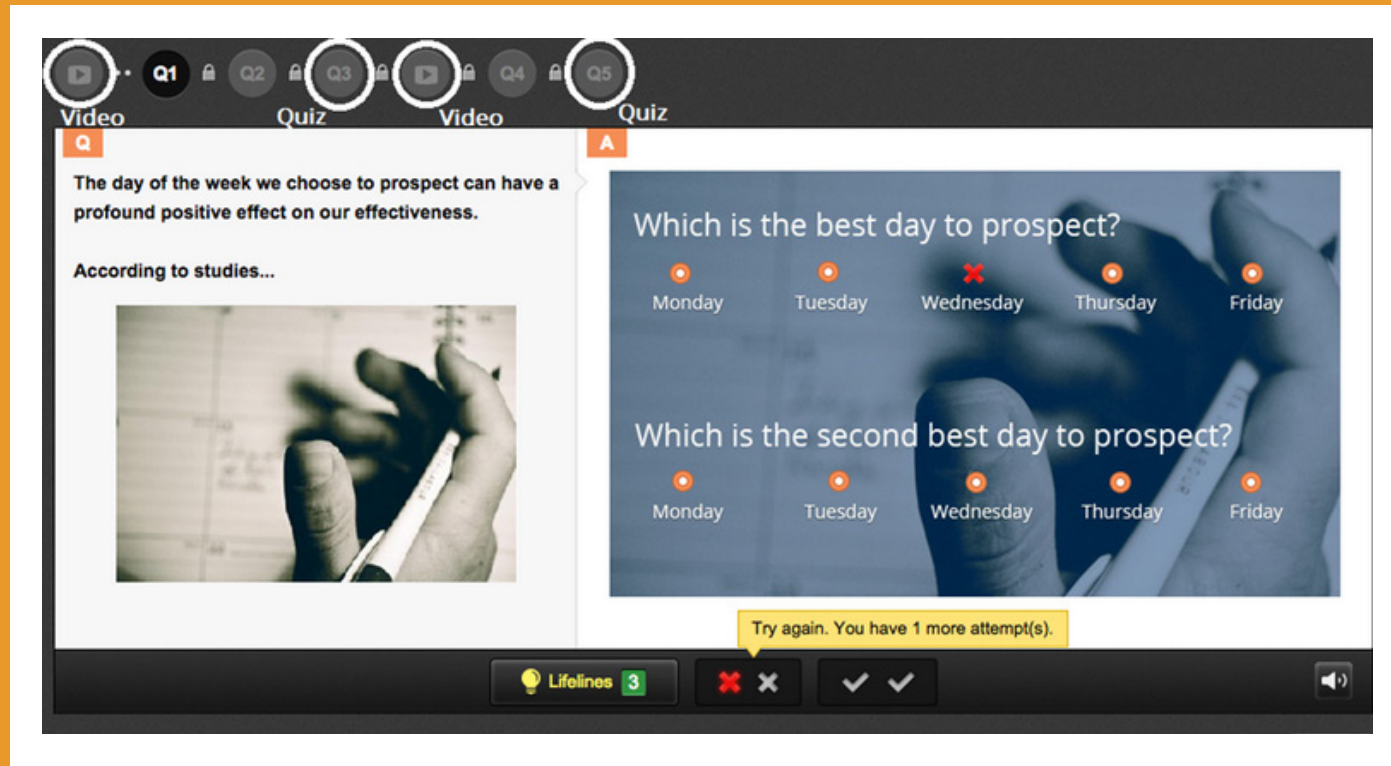
# Chapter 2

## What makes a Sales Training Process?

### 6. Evaluation

Evaluation of the trainee needs to be an integral part of the training process. Evaluation while the training is occurring focuses attention on areas of weakness of the trainee. Metrics and questionnaires can be used to judge the effectiveness after the training is completed.

Use the measurements to improve the value delivered by the program to subsequent trainees. Connecting how different areas of training development and investment impact sales objectives builds confidence in the program. It is important to highlight how the sales training program influences key performance indicators (KPIs).



## Chapter 2b

### The Most Important Guiding Principles of a Sales Training Program

#### 7. Leverage Software and Gamification

Knowledge transfer through gamification is very effective, and software allows access to information after the training whenever needed by the sales reps. This also ensures that you are standardizing the knowledge transfer.

Your sales training is only as effective as the extent to which it is assimilated into your daily sales process. If, two weeks after your training, your salespeople have already forgotten 80 percent of the training, you are losing out on a huge opportunity!

Gamification of your sales training encourages the learners to engage with the content in different ways. It creates healthy competition and rewards desired behaviors, encouraging them to repeat that behavior and enables sales reps to retain much more of the information..

By using game mechanics -- such as badges, levels, chal-

lenges, or leaderboards -- you can motivate your sales professionals to actively participate in sales training activities, help each other out on quests, or even hit their training targets.

Why do you need to do this? By nature, sales professionals are competitive people. It's an intrinsic personality trait that comes into fruition every time a competition is on the horizon.

By using a cloud-based gamified sales training program, you connect their intrinsic motivation to your training goals, and thus to your business objectives. By leveraging their psychology, you can achieve both a more satisfied workforce, as well as better sales results.



## Chapter 2b

### The Most Important Guiding Principles of a Sales Training Program

The screenshot displays the MindTickle application interface. The main video player shows a slide titled "Reverse Close" with an example: "Is there any reason that you wouldn't do business with our company?". The video player has a progress bar at the bottom showing 19/27. To the right of the video player is a leaderboard titled "Hall Of Fame" with a list of users and their scores. Below the leaderboard is an "UPDATES" section showing recent activities.

User	Score	Badge
Sunil Ver...	1305	Red shield
Dhruv	1290	Red shield
Jane McGo...	1210	Red shield
Jitender	1200	Red shield
Dhruv	1198	Gold shield

**UPDATES**

- Deepak completed the topic Prospecting
- Deepak earned Advanced Badge and 3 bonus lifelines
- Deepak joined Intriguing Facts and Stories
- Deepak joined Intriguing Facts and Stories
- Deepak completed the topic Closing



## Chapter 2b

### What makes a Sales Training Process?

#### 8. Reinforcement

Xerox found that most of its salespeople retained only 13 percent of the information learned in training after 30 days,

unless it was reinforced. Any effective training needs to be reinforced at regular intervals, in full or in parts, and also in case of changes to the product or market.

The screenshot shows a presentation player interface. The main slide is titled 'Demobnb Business Overview' and features a Superman character flying on a yellow rocket against a teal background. The player has a top bar with 'Mission and Vision' and a progress indicator at 600. Below the top bar is a navigation menu with icons for 'ppt', 'Q1', 'Q2', 'Q3', 'Q4', 'DOC', 'Q5', and 'JL'. The sidebar on the right contains a definition of a formal statement of business goals, a bar chart showing data for various cities, and download links for 'businessoverview.ppt' and 'orgchart.jpg'. The bar chart data is as follows:

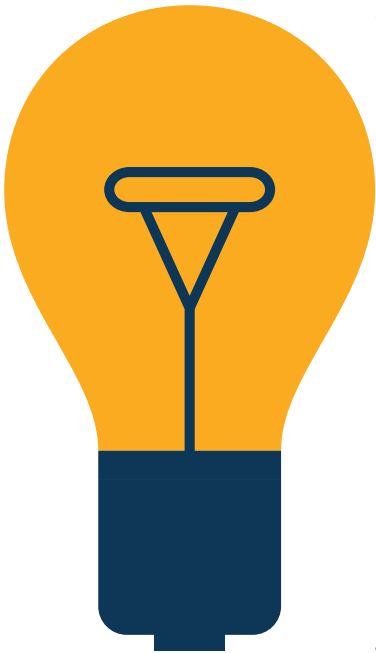
City	Value
Bangalore	4500
Shanghai	4000
Beijing	4300
Kuala Lumpur	4000
Mexico City	2550
Madrid	2550
Moscow	3000

## Chapter 2b

### The Most Important Guiding Principles of a Sales Training Program

#### 9. Flexibility

Different parts of the sales process require different methods of training such as lectures, demonstrations, face-to-face interaction. A good program is flexible and accommodates all of these methods.



Online learning is perfect for delivering up to date information on the product features, strengths and weaknesses, through technology which is easily accessible by your sales team anytime.

With your sales team already armed with the basics of sales communication and solid product knowledge, you can have more strategic conversations with your sales team when you see them in person.

#### 10. Tap into your salespeople's knowledge and wisdom.

Create channels and forums for your salespeople to discuss the training. Encourage them to create a body of knowledge and a contributory culture in your sales teams. You can use online discussion forums, your internal wiki, or an easy course creation tool to capture this knowledge.

Why do you need to do this? Your salespeople have accumulated a wealth of knowledge. Do you really want this knowledge to go unnoticed and untapped? Further, sales professionals who comment or ask questions can create a sort of “footprint” for other reps.

These digital footprints can guide a new salesperson (or even an experienced one in unfamiliar territory) to quickly absorb the knowledge and wisdom of their peers and superiors, cutting down on learning time and saving you money in the process.

# Chapter 2b

## Detailed Sales Onboarding Program Example

### Week 1 *("New Hire Onboarding")*

#### Intro to Company

- 1. Welcome
- 2. History
- 3. Mission, Vision
- 4. Leadership

#### Intro to Business

- 1. Industry
- 2. Products, Services
- 3. Customers

#### Industry Details

- 1. Industry Growth
- 2. Evolution
- 3. Current ecosystem
- 4. Product in Context of Industry

#### Intro to Sales - 1

- 1. Sales Org
- 2. Geographies
- 3. Goals
- 4. Roles, Responsibilities

#### Intro to Sales - 2

- 1. Details of Market
- 2. Key Customer Profiles, Roles
- 3. How, Why do the Customers Buy?
- 4. Size of Customers

### Week 2/3 *("What to Sell")*

#### Product, Industry, Concepts

- 1. Industry Basics
- 2. Industry Terminology

#### Product Overview

- 1. Value proposition
- 2. Key Features
- 3. Benefits
- 4. How it solves Needs of Key Customer Profiles
- 5. Product Evolution

#### Product Details

- 1. Product Lines
- 2. New Lines
- 3. Interfaces
- 4. Detailed Features, Technical Training
- 5. *Hands On Training*
- 6. Customer Use Cases

#### Pricing, Packaging, Licensing, Legal

- 1. Sale, Subscription, Support, Service
- 2. Packaging - Enterprise/Wholesale, Community/Retail
- 3. Pricing, Costing, Discounts, Levels
- 4. Contracting, Licensing, Liability management

#### Competitors

- 1. Major Competitors
- 2. Key Features
- 3. Key Differentiators

### Week 3/4 *("How to Sell")*

#### Sales Process

- 1. Funnel/Pipeline – Key steps
- 2. Key Tools

#### Customer Buying Process – Mapped to Sales Process

- 1. Need Problem – prospecting
- 2. Evaluation – Qualification
- 3. Purchasing, Pilot - Selling

#### Prospecting

- 1. Targeting Accounts/Hunting
- 2. Prospect Research
- 3. Sales Probability, Pipeline Management
- 4. *Role Play, Cold Calling, Networking/Relation Skills*

#### Qualification

- 1. Assess Fit – Need, Authority, Budget, Priority
- 2. Assess Players, Political Map, Objectives, Pitch, Position
- 3. Sales Probability, Pipeline Management
- 4. *Role Play, Scenarios, Presentation Skills*

#### Selling

- 1. Pitch, Questioning, Position Product/Solution
- 2. Objections, Competitive Immunity
- 3. ROI
- 4. Closing
- 5. *Role Play, Negotiation Skills*
- 6. Sales Playbook

#### CRM Tool Training

*(Offline Training/Non-Mindtickle Training in Orange Italics)*

## Chapter 2b

### Detailed Ongoing Sales Program Example

#### Prepare fieldreps with the right content

##### Product Updates

1. Keep your reps up-to date with product
2. How it impact's customer's business

##### Success Stories

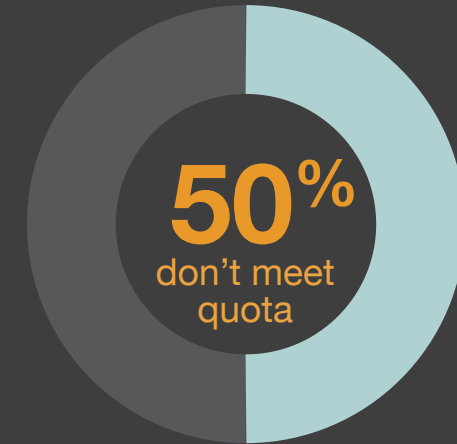
1. What have sales reps done differently?
2. How to close more deals?

##### Objection Handling

1. What are the objections based on deal stage and type?
2. How to handle new objections?

##### Battle-cards

1. Where do you stand against competition?
2. What are the key benefits for the customer?



“On average, sales reps spend 30% of their time researching content. Also, 50% of the sales reps don't meet quota. The impact of enabling field reps with the right content and the right time will not only help them prepare a better story, but also close more deals.

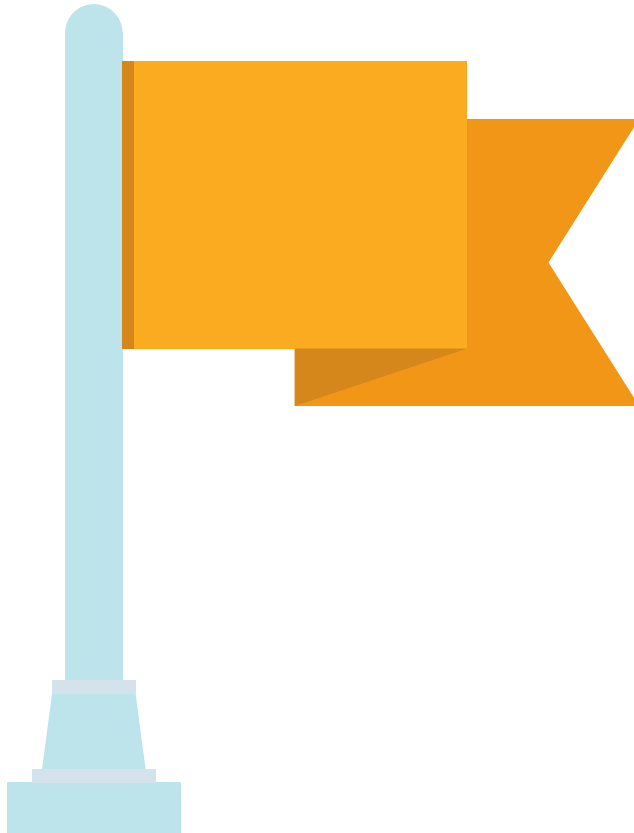
Ongoing training ensures your field reps are up-to date with the latest product updates, battle-cards and success stories.”

— Mohit Garg, Cofounder and Chief Customer Officer at MindTickle

## Chapter 2b

### Not Every Sales Rep Should Get the Same Sales Training Program

The training needs of an experienced sales rep are very different from those of a new hire on the sales team. In fact, “training” may be the wrong term to refer to the regular bite-sized updates provided to experienced sales reps.



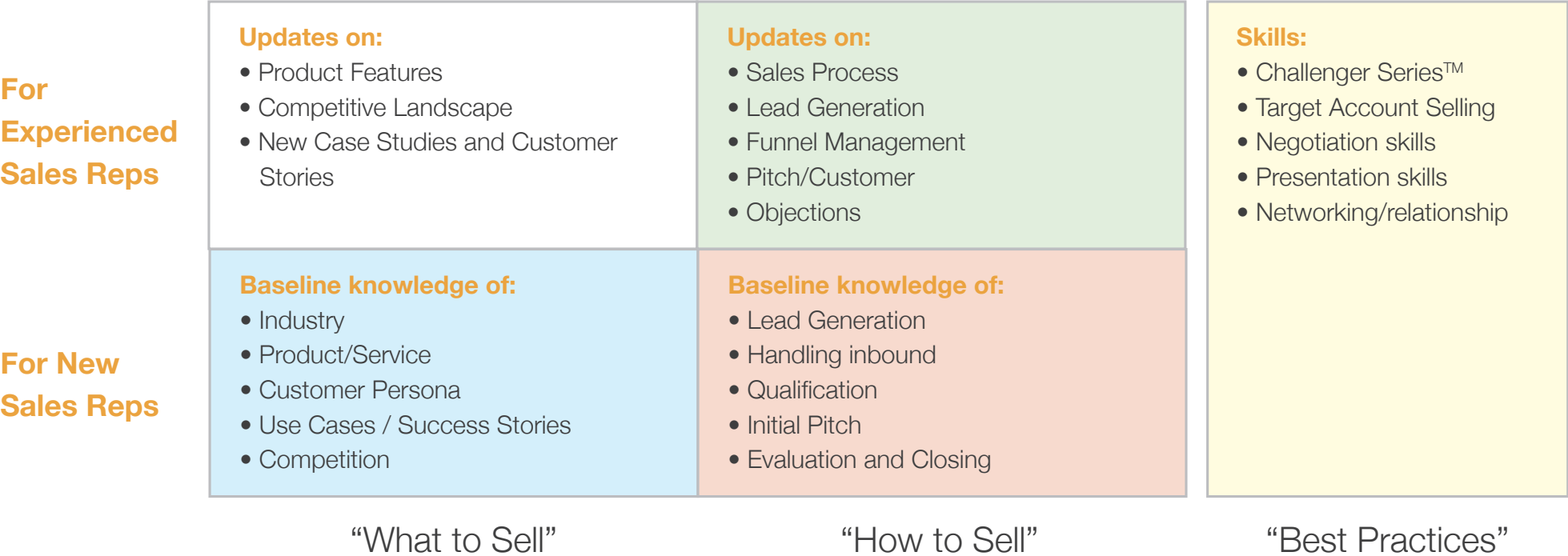
In contrast, the new sales reps need a structured curriculum that encompasses the knowledge of a company’s product/services, sales process and selling skills.

Often, sales managers and leaders look at sales training as one big blob. As a result, they end up looking for one silver bullet in the shape or form of a sales training guru, a content management system or by hiring a director of sales training.

The reality is that the sales team education and ongoing training can be managed more effectively when viewed as a matrix between learning needs of individual sales reps and the subject matter, as shown below:

# Chapter 2b

## Not Every Sales Rep Should Get the Same Sales Training Program



In the multi-color, four part matrix above you can see the distinction between the training tracks you might deliver to an experienced sales rep vs. a new sales rep. Product, industry and customer knowledge is the focus here.

The yellow box on the right refers to horizontal soft skill training content such as the Challenger Series™. While these soft skills are important to selling, sales training programs are usually already heavily invested these areas.

## Chapter 2b

### Not Every Sales Rep Should Get the Same Sales Training Program

Once the sales training is organized into these distinct learning tracks, the delivery channel and methodology of the training can be optimized for individual learning styles and the kind of subject matter.

For example, while baseline knowledge for sales reps can be delivered through a blend of online course modules and classroom, **updates for experienced sales reps may be best delivered as push notifications on a smartphone app.**







## Chapter 3: Measure Sales Training Performance

*MindTickle!*★

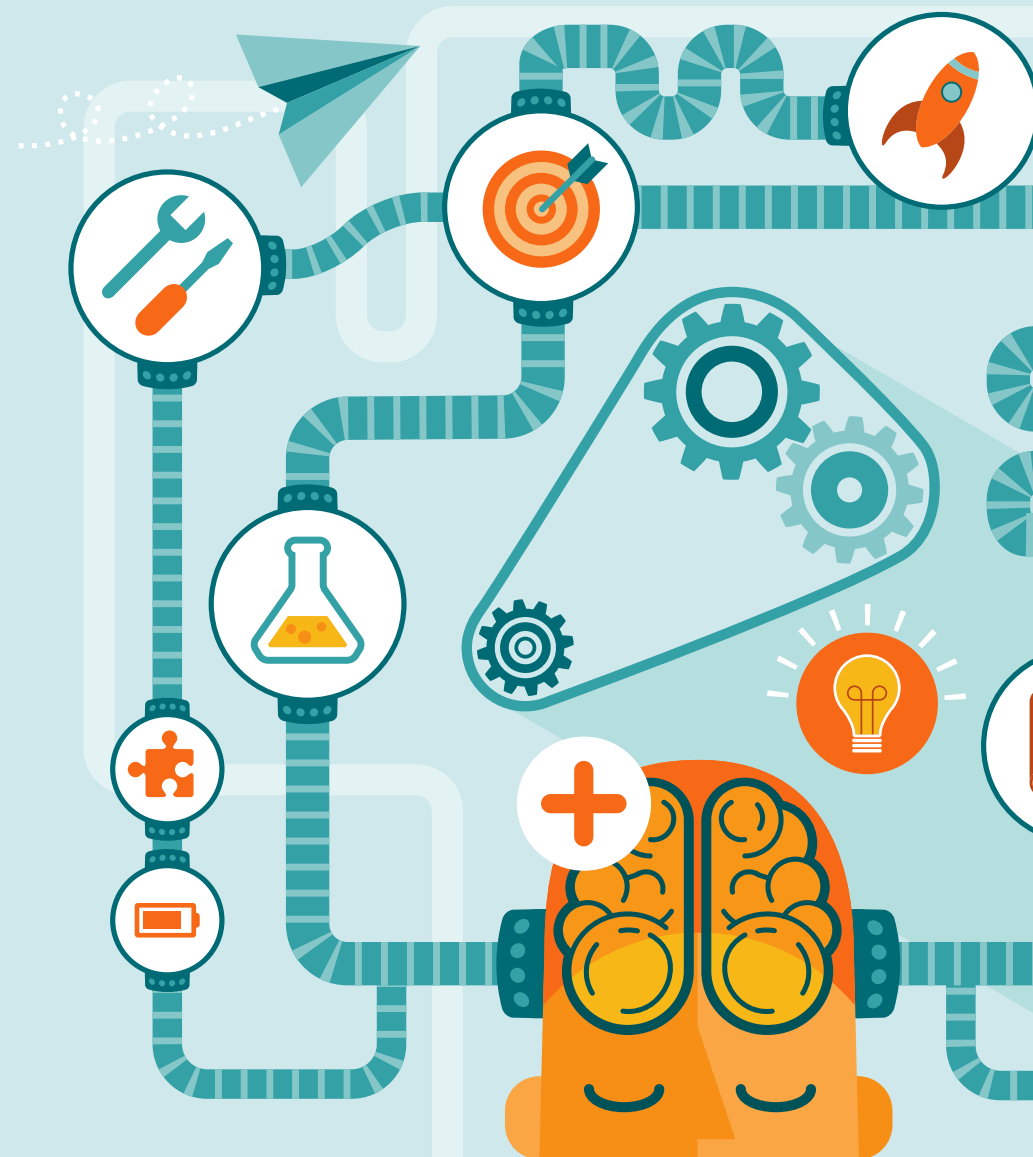
## Chapter 3

### Why You Should Measure Sales Training Performance

If leads and opportunities are water, then the measurement model is the pipe that keeps the water channeled and flowing in the right direction. Without the tools, processes and culture of discipline, accountability, measurement and continuous improvement, the deals are likely to evaporate.

Measuring sales training effectiveness helps you connect learning to your business results. Such basic hygiene can go a long way in creating a meritocratic sales organization that rewards the right metrics and attacks the right problems. If you cannot measure it, you cannot fix it.

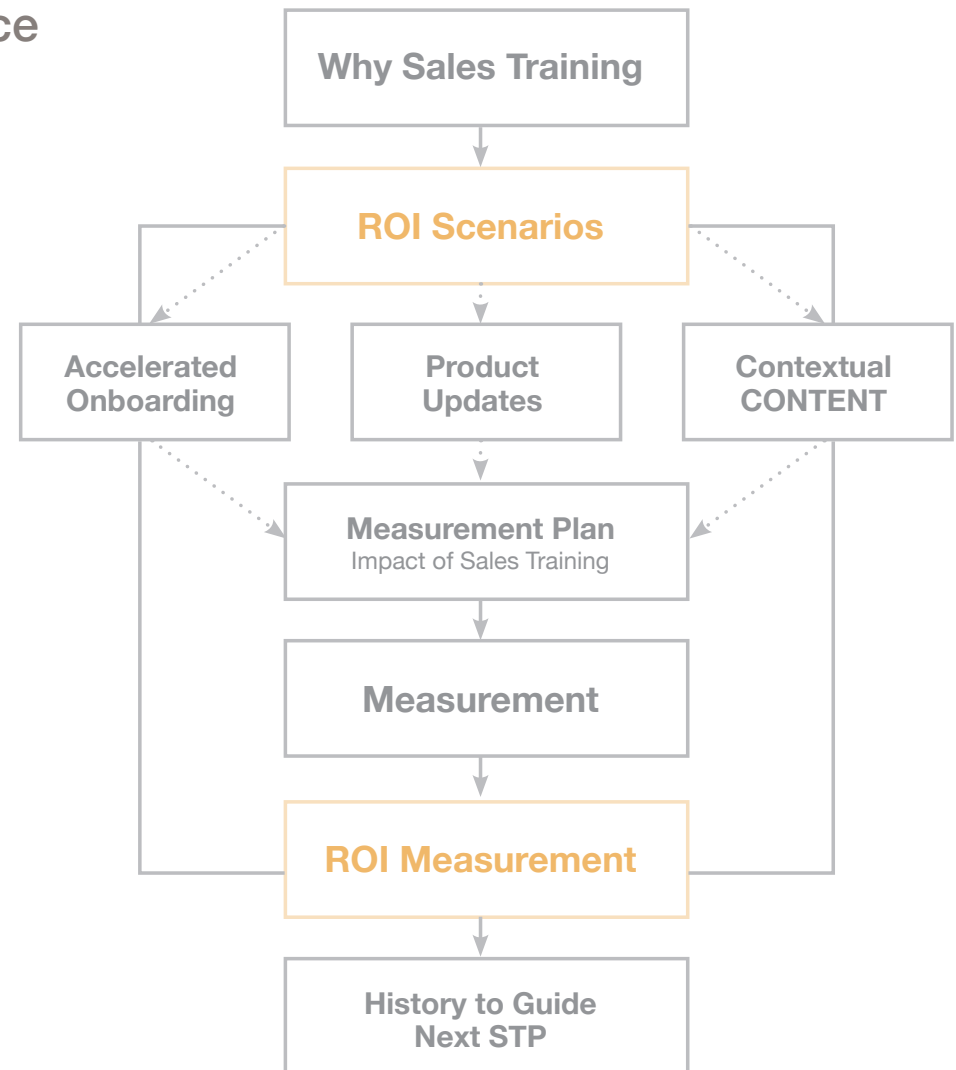
The ability to track learning progress of each sales rep identifies gaps and measures effectiveness. Ultimately, you don't want to direct your time, energy, and money into processes that don't work. Conversely, if a sales rep isn't participating in training activities and continued learning exercises, you want to find out why.



# Chapter 3

## What to Measure in Sales Training Performance

1. Identify the business objective of the training program
2. Identify the variables (Training components) that play a key part for you to derive maximum ROI out of the training program
3. Structure the training program keeping these variables in mind
4. Design a measurement plan
5. Measure the effectiveness and efficiency of your training program
6. Make sure to get feedback from your sales reps to improve future training programs



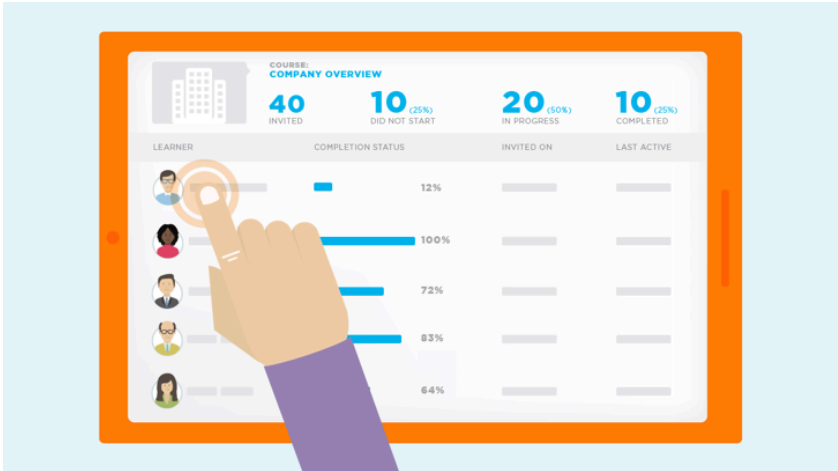
# Chapter 3

## How to Measure Sales Training Performance

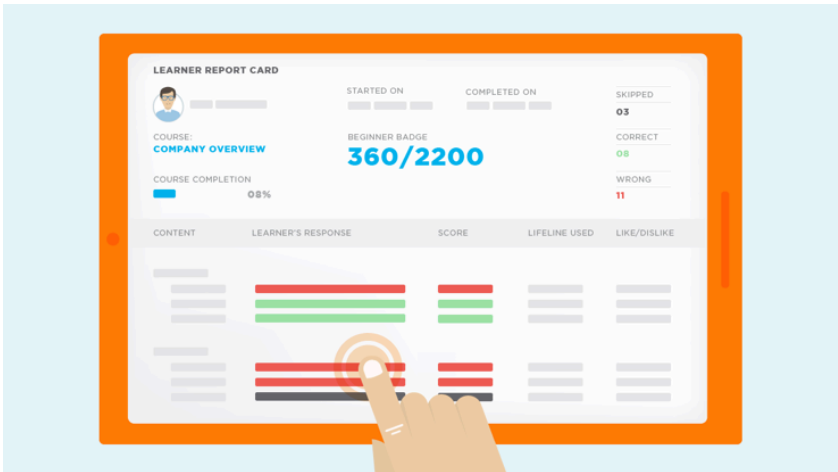
These days, analytics come in an array of shapes and sizes. In the case of your sales team, you want to evaluate participation insight, interaction with training content, feedback on the training, and progress toward the completion of each sales module.

**Drill down reports** provide you with insights into the learner’s engagement with your training.

The best analytics reports are insightful and actionable, yet simple and intuitive. For example, some data points to review to evaluate and improve your sales training program are which subject matter was skipped the most, which content area had highest engagement and which quiz questions had the highest percentage of incorrect response.



With a reporting dashboard you can keep tabs on the progress of your sales team.



Review answers to sales rep quiz questions.

## Chapter 3

### How to Measure Sales Training Performance

“MindTickle customers have found 55% improvement in adoption rates by setting up a smart reminder workflow”

- Mohit Garg, Co-Founder, Chief Customer Officer, MindTickle

In addition, you can drill down to evaluate learning gaps of each sales rep individually. This allows you to identify which sales reps are “knowledge ready” and points of intervention needed in the case of reps who are not yet ready.

When your reps are in the field it is harder to keep tabs on participation in sales training. You can also set up automated reminders to ensure the learning assignments do not slip through the cracks. It is a good idea to send out reminders to ensure participation is actually happening -- ultimately, if your sales team doesn't know about the latest product updates, they might communicate outdated and incorrect information. This can result in poor engagement and results.

Sales readiness starts with the onboarding of a newly hired sales rep, and ongoing training keeps them updated. These periodic reinforcements are what keep your sales reps knowledge ready anytime and anywhere. Finally, assessments give you data on how better coach your sales team.

Reporting is all about ensuring that your sales team is up to speed on the latest product and market updates so that they perform at their best potential. There is no all-star sales team that hits all the metrics every single time, but there is no excuse for not having the basic tracking, metrics and measurement model in place so that you can move the needle toward success more consistently.





# Conclusion

*MindTickle!*★

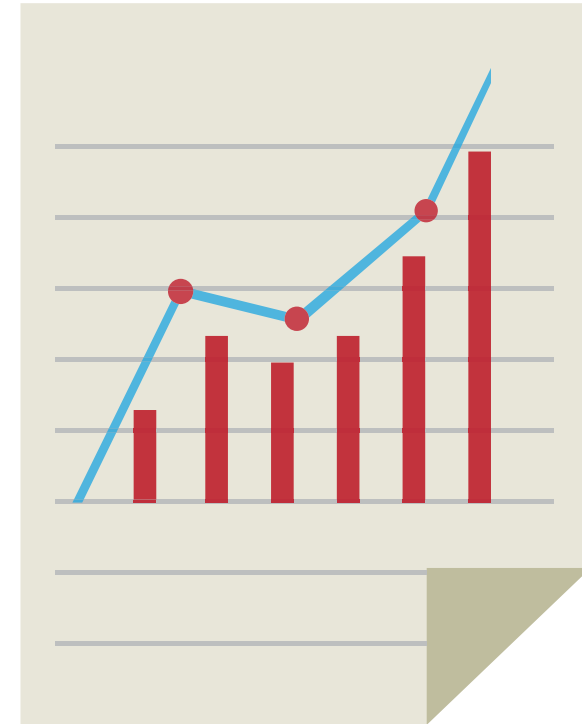
# Conclusion and Next Steps

## Six points to guide your sales training plans

With the information and resources provided in this ebook, you should be ready to start developing your own sales training program and begin cranking out some killer results.

Here's a quick summary of six important points to guide your sales training and get you off to a great start.

1. **Know** the business objectives that you need to deliver on.
2. **Set** your sales training program objectives and connect your investment to the business objectives.
3. **Determine** the impact of 100% adoption of sales training content. e.g. success stories, client needs assessment
4. **Know** what success looks like in order to measure whether your sales training program was effective.
5. **Invest** in reducing sales rep ramp time for new hires and making sure field reps are always sales-ready.
6. **Focus** on moving your bell curve (make sure that more sales reps achieve quota).



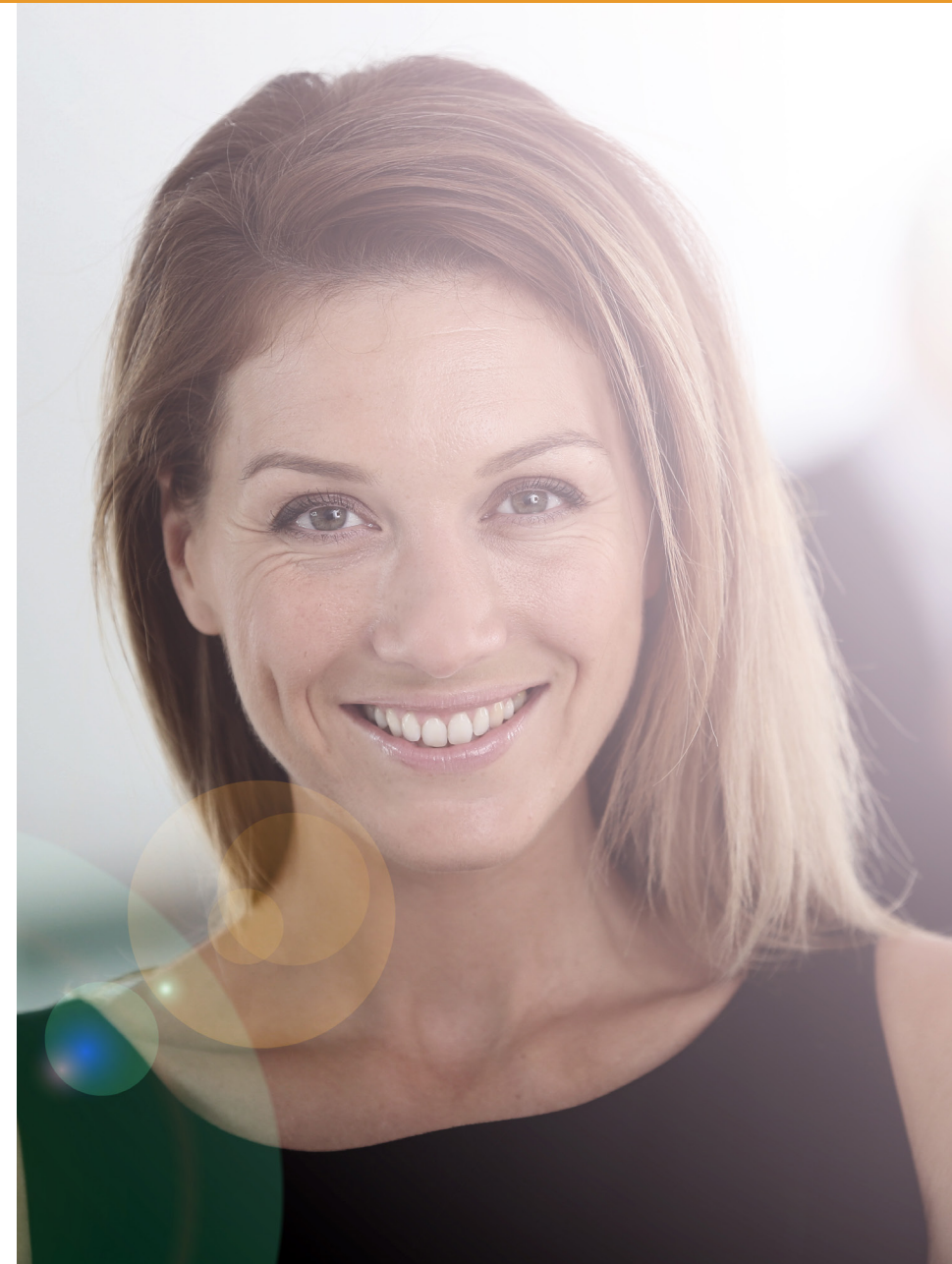


## Conclusion and Next Steps

### Six points to guide your sales training plans

It is often not so much about adhering to a particular “correct” sales methodology. Since the context and maturity stage of each organization is unique, the success of a sales organization is largely determined by how well companies frame their sales challenges and how well they respond to those challenges.

Not being able to respond to sales challenges boils down to a lack of sales readiness. Attacking sales readiness with an effective sales training program helps to move your sales team to the right on the performance bell curve, and increases your organization’s revenue.





## What is MindTickle Sales Readiness Software?

MindTickle enables you to prepare your new hires to be sales ready and consistently keep them updated to close more deals.

### Outcomes:

1. Design an effective and scalable training program.
2. Deliver an effective field communication plan
3. Assess and track the sales readiness of your sales reps

**TALK TO A SALES TRAINING EXPERT**