Training

What is your current Sales Training Process ??

1) **Creating the Sales Training Module:**
2) **SELL to Sales**
3) **Sales Training Process**
4) **Sales Audit Process**
5) **Sales training is a Never Ending Process.**

Training

What is the Cost of Training ??

What is the Cost of Not training ??

Training is one of the most Important parts of Sales, unfortunately it is also the most neglected part of Sales

Hire a Sales Trainer.

From BPO.

His job will be to create the Sales Training Module & Train the salesmen.

Someone with prior experience with this. Will be an Expensive but cheap resource.

1) Creating the Sales Training Module:

1) All Training Systems will have 2 parts - Videos & Written Documents. (Like in Operations – FMS & Videos)
2) Video : Identify the Best sales person you have (Based on MIS) and create their Videos.
3) These videos can be created stage wise. Some are good at first call, some at negotiation, etc.
4) Best will always be **Your Video / Eagle Video.**
5) You need a complete **Sales Training Manual** – Like your FMS / PMS. This has to be made by you with each Pitch, Objection Handling, Features & Benefit, etc.
6) You will need a Sales Trainer working with you to create this according to you.
7) Start With SSG and improve along the Way.

Training

2) SELL to SALES

Have you heard the pitch of the team ?

What is the challenge, why don't they have a good pitch?

How can they have a good pitch?

What is the most important factor in the best pitch?

Did you have a pitch, initially? NO, but you still managed to sell, HOW ?

You understood the pitch, you believed in the pitch.

Most Important is that he should understand the pitch, believe in the pitch, if he believes in the pitch- he will convey it.

The challenge is that You tell them to learn the pitch, they learn the pitch but do not believe the pitch. **He is not aligned to the PITCH**

Your sales staff has to be truly convinced that he is selling a great product and that the product will cause a major difference to the buyer's life. That It Will provide the solution that the buyer is looking for.

That your product and services are way superior to the competition

1) He has to believe that we are a " Provide the Best solution in our Segment"
2) How will this happen
3) When the client says that we are the best, when other Salespersons tell him. Show him all this

Training

3) SALES TRAINING PROCESS :

Training on the job is not really possible- training off the job is necessary before job starts, especially in Sales

On joining each sales person has to go through a 3-5 Day Training process and

Then there is a test before he is field ready.

For each step of the training process the CONTEXT is mpre important than the CONTENT

He has to make a sales video of himself – selling the product.

This has to include Mock sales presentation. This too will be filmed.

All this has to be done by the Sales Trainer, with a Process- FMS & Checklists & Sales Training Manuals.

Training

4) SALES AUDIT PROCESS :

1) Sales Calls have to be Audited at random, OR
2) Another Way to Audit is when the MIS scores for any Sales person drops at a certain part of the FUNNEL. MIS of each part of the Sales Funnel is monitored by You and also SC.
3) Pull out the salesperson from Active Sales, put him into **Re-Training (R.T)** him till he is ready for Active Sales. (this has to be a bit of a shame so that they ensure this never happens to them)
4) Create the Training process for **Re Training (R.T**) with the help of the Sales Trainer.
5) Training AUDIT- is he is Ready for the field.
    1) Self Evaluation - Let them complete the Training then video record and Self Declare that they are ready for Sales. This is the best Self Evaluation Tool.
    2) Then a Senior or Sales Auditor gives him Marks on different parameters created by you.
    3) If he passes, he goes to Active Sales or Back to repeat **R-T**
6) All this can be uploaded to your private YOU TUBE Training Channel.

Training

5) Sales training is a Never Ending Process.

1. It has to continue for the life of the organization.
2. You have to meet them once a week to train them. Without structure first SSG. The system for this will emerge later.
3. Once the sales person achieves some basic scores in MIS, he is eligible for Advanced Training
4. Advanced Sales Training – to be created Later.

   Create a system like Karate - Name for certification of different levels- like Black Belt, etc.

TRAINING

1) Creating the Sales Training Module:

2) SELL to SALES

3) SALES INDUCTION PROCESS

4) SALES AUDIT PROCESS

5) Sales training is a Never Ending Process.