Sales Force Development

Beyond traditional sales training

Jeff Lovejoy
Trends in Business

Increasing Information Availability
Increasing Competition
Accelerating Commoditization
Mission Critical Activities Only
Trends in Sales Force Development

1. Shift from classroom learning to skill proficiency
Behavior Change Model:
Developing skill proficiency

Alignment of:
• Training
• Tools
• Systems
• Coaching

• Proficiency
• Recollection
• Comprehension
• Motivation
• Awareness

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Trends in Sales Force Development

1. Shift from classroom learning to skill proficiency...

Use of “blended” delivery methods

Classroom, Interactive CD/DVD, Live Web/Audio, Self-paced web/audio
Trends in Sales Force Development

1. Shift from classroom learning to skill proficiency…

Emphasis on critical role of Sales Managers as coaches

Activity $\times$ Proficiency $=$ Results
Trends in Sales Force Development

1. Shift from classroom learning to skill proficiency
2. Shift from independent techniques to integrated business process
Trends in Sales Force Development

1. From classroom learning to skill proficiency
2. From independent techniques to integrated business process
3. From features and benefits to measurable business impact
Trends in Sales Force Development

1. From classroom learning to skill proficiency
2. From independent techniques to integrated business process
3. From features and benefits to measurable business impact
4. From budget item to ROI required
Consultative Selling Continuum™

Transactionally
Known Problem
Known Solution
Placing Order
Very Fast
Price Driven

Consultative
Unclear Problem
Unknown Solution
No Plans to Order
Much Slower
Value Driven

Commoditization

Direct Sales is inefficient for disseminating information!

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Educator’s Purpose

"It is only as we develop others that we permanently succeed."

Harvey Samuel Firestone (1868-1938)
American industrialist, organized Firestone Tire and Rubber Co.