

Blended Learning – Sales Transformation

Framework for Replicating 'The Best of the Best'



Knowledge, Understanding and Wisdom

Part of Advance's Commitment Based Selling Solutions Suite

Introduction

For over 30 years Advance has developed the skills and competencies of sales people, advisors and consultants to replicate the best of the best, who instinctively know what to do.

This brochure focuses on how and why we support people/talent development through a comprehensive blended approach, to regain the predictability, reliability and consistency of results.

**Emulate the best of the best:
Grow, and reach full potential!**

Advance Approach

To ensure you get the best value from any training investment we start by working with you to develop the best change management solution for your organisation and your sales teams.

Rather than simply buying modules and expecting immediate results we see our training as just one enabler within our blended learning solution that support knowledge and skills development and drive organisational improvements.

Our programmes and courses show our customers how to open more senior doors, how to create more and bigger deals, how to be more effective against the competition, how to be better at handling the politics and how to develop preferred supplier relationships.

Whether in classroom or online, the content features a great number of 'a-ha!' moments, designed to drive the messages home.

We help them to create sales, win sales and develop their accounts with a combination of face-to-face classroom training, workshops and case studies, together with a comprehensive set of online and mobile courses, accessible on our open Sales Academy or more likely through their own dedicated academies.

Our training links explicitly to recognised stages of the sale.

**Knowledge (how) becomes Understanding (why)
... enhanced through experience translates into
Wisdom (best of the best)**

www.commitmentbasedselling.com/why
(12 minutes)

Selling Skills



Advance's training all orientates towards Commitment Based Selling – which concentrates not only on the activities and effectiveness of sales management and sales people, but critically, also measures the commitments made in the form of actions carried out by the customer or prospect.

Early engagement by the Senior Leadership Team supports effective and sustainable change management and organisational adoption of sales training / frameworks. To get the best out of people, leaders:

- must have communicated a clear vision & strategy
- need to walk the talk – actions speak louder than words



Learning by Doing

Our programmes stretch flexibly across all three aspects of this popular approach to maximise individual and organisational impact:

- Informal learning, often experientially, on the job (70%)
 - 24/7 access to online modules, work based tasks
 - Workshops utilising live data
- Supported development through coaching and mentoring (20%)
 - Ensuring business leaders are in control
 - Sharing best practice
- Formal training interventions (10%)
 - Classroom sessions
 - Scheduled / manager led interventions

**Skills, once learnt, are practised, reinforced by coaching and perfected by doing.
Tell me and I'll forget. Show me and I'll remember. Involve me and I'll understand.**

Online Sales Academies

We conceived our sales academy to truly take the classroom online. We incorporated interactive videos of real people delivering training and carrying out different scenarios as examples for learners to check understanding as they progress. We also include interactive knowledge tests. By design, we retained benefits of a physical classroom, and added others enabled by the technology.

Where customers have their own academy, a management led process allows them to continually review their people's training needs and progress by accessing their individual portfolios. Progress information can feed into reporting and HR systems. The approach embeds the training into customers' Sales Management Processes and encourages adoption of the facilities by their sales people.

Making it Happen!

Our comprehensive suite of products, services and support help you transform your sales team(s) and organisation; accelerating individuals and departments towards being the best of the best!

Changing Behaviours

Implementing cultural changes / institutional programmes is a coaching challenge. With a culture of good behaviour, old habits no longer have a place.

Our model develops sales leadership, people, processes and technology through:

- *Up skilling sales communities*
- *1:1 coaching sessions with leaders help them to lead the way to success*
- *Providing consistent shape and structure to sales processes*

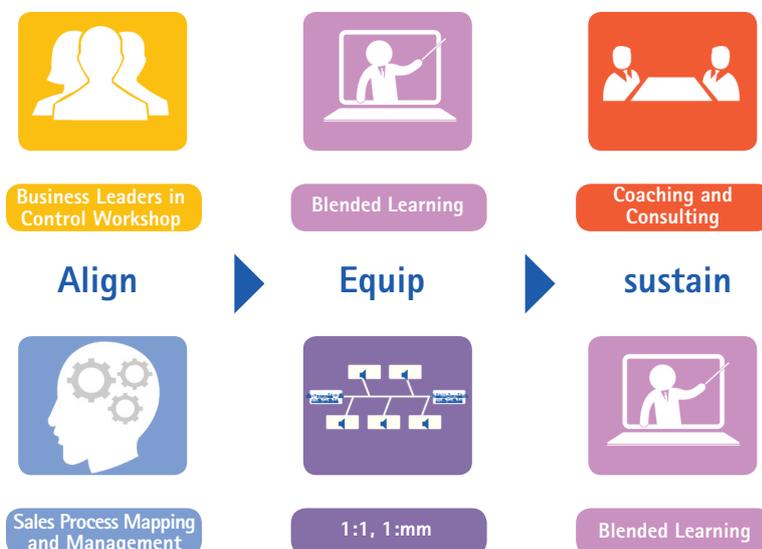
Our Business Leaders in Control workshop helps prepare leaders to develop appropriate strategies and become effective coaches, able to manage change.

**With the right leadership, people, processes and systems all centred on the client,
the results should take care of themselves.**



Identifying individual ability and motivation levels helps implement appropriate support:

- *Early adopters are willing and able to adapt quickly.*
- *Coaching, training and development helps individuals who are willing, but less able.*
- *Motivational strategies are effective in transforming those that are able, but less willing.*
- *Finally, if you cannot change the people ... change the people!*



For consistency when embedding a new approach ensure everyone is working towards the same goal:

Align:

Generate willingness to move forward in the desired direction, under managers in control.

Equip:

Provide skills and competency training, alongside leadership, to replicate the best of the best.

Sustain:

Continually reiterate messages and reinforce new behaviours. 24/7 access to online modules until the vision becomes reality. Commitment Based Selling becomes business as usual.

We see effective learning as a combination of classroom sessions, workshops, social learning opportunities and access to an immersive online virtual classroom. Techniques include:

- *Role plays to cement learning*
- *Planning 'clinics' working on live accounts*
- *Opportunities to share best practice*
- *Train-the-trainer elements to build self-sufficiency*

Consistency of approach and commonality of language facilitates improvements; ensuring teams understand how each other operate. The real power of our solution lies in our truly blended approach:

- *Strong links between content and topics*
- *Multiple options to deliver and tailor material*
- *Flexible needs based learning*
- *Suitable for different learning styles*
- *Varied degrees of upskilling possible*





Classroom

Led by our high calibre training practitioners, with over 100 years of successful sales experience across a broad range of industry sectors between them.

- *Introduce new concepts and explore processes*
- *Lively problem solving, role plays and sharing best practice discussions*
- *Practice applying new skills in a safe environment.*

Workshops

Face-to-face or as guided online (usually synchronous) discussions

- *Get the best out of people with effective change management techniques*
- *Identify, bottle and replicate YOUR best practice*
- *Work with real, live account data.*
- *Apply new knowledge & skills*
- *Share best practice & new thinking*



Online

Available 24/7, our customers' online sales academies are used both for initial training, and as a follow up to face to face (or online) events, providing the opportunity to refresh or check whenever needed. Online courses are broken down to short units (15 minutes or less), which makes it easy to fit into busy work schedules.

Ensuring our modules keep the magic and AHA moments at our core; not just books onscreen or presentations; enables us to offer a solution perfect for today's busy sales professionals:

- *Skills based survey identifies gaps and recommends training*
- *Extensive catalogue of bite-sized modules*
- *Make connections between content and organisational processes*
- *Course content is clearly absorbed and retained*
- *Learners are more engaged and take ownership of opportunities*
- *Confidence in applying new skills to real accounts*
- *Real world improvements can be witnessed*

Cultural Fit

Our platform is designed for customers to add their own content, such as product or service training.

Our learning architects have years of experience of designing, developing and reviewing bespoke eLearning solutions for internationally recognised brands, private and public sector organisations as well as key stage, further and higher education.

We can provide:

- A complete end-to-end solution to make it work in your world with your language!
- Instructional design to fulfil specialised your requirements through:
 - Bespoke content
 - Modified versions of our standard offerings
 - Conversion of legacy training materials

Additional Learning Opportunities

Our framework is adaptable, through consultation, to suit you:

- *Where additional learning opportunities should come from*
- *The level/role courses are most appropriate for*

eBooks, course notes & recommended additional reading provided to study/develop skills further.

Assessments (practice and work based learning)

Every minute of development needs to be accounted for!

Gather evidence of skill, behaviour and confidence changes via:

- *In module checks ... encourage reflection*
- *Assessment Questions ... clarify understanding*
- *Assessment Tasks (contextualised) ... (practice) applying of skills*

Advance are passionate about the power of effective sales training to lift organisations to the next level and see real world business results.

Salesforce transformation achieved by replicating the best of the best

Working with business leaders we help organisations design and document processes based on their most successful people.

The blended approach to learning and training:

- *Ensures sustainable ongoing learning and development*
- *Provides the most appropriate training delivery method to satisfy differing*

Benefits of our blended approach to learning and training:

- *Upskilling sales communities*
- *Enhanced sales skills and behaviours*
- *Sales leaders in control of their results walk the talk and make informed decisions*
- *Business leaders maximise the return on their IT and human capital investment*
- *Providing shape and structure to sales processes*
- *Better forecasting and predictability*
- *Confidence to dismiss / quit unwinnable opportunities*
- *More lead generation and selling time*
- *Competitive edge is sharpened*
- *Revenue, profit and shareholder value is enhanced*

Most importantly 'best of the best' is no longer intuition. It's embedded into organisational culture and processes, replicating top performers who:

- *Win more sales*
- *Win bigger sales*
- *Win more profitable sales*
- *Win them more quickly*

Ultimately our approach is centred on sharing best practice sales training (including collating, repurposing and utilising existing examples appropriately); encouraging different ways of learning and ensuring you are self-sufficient to take your business to the next level!

Commitment Based Selling

and

SCOTSMAN®

by

Advance
Get Ahead

"Tell me and I'll forget. Show me and I'll remember.
Involve me and I'll understand."

To find out more about how Advance can help you achieve your goals ...

Contact us now
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