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The BIG Problems

- **Hiring salespeople is a gamble**
- Choose someone out of college?
- Choose a re-tread?
- The revolving door of turnover
- Rewarding loyalty over performance
- Getting them to stay long-term
- Plugging the holes in the ship

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About Derek Shebby

- 17 years with Xerox (GIS), MRC out of California
- Helped grow his local division from \$40 million to more than \$100 million in annual revenue (30 to 500 employees)

About Modern Sales Training



Sales Courses



Sales Training



Sales Consulting



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Agenda



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The Onboarding System



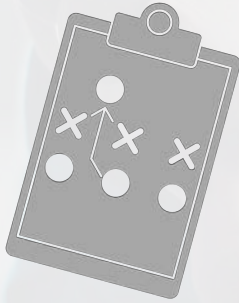
Teach: Explain the purpose, expectations & step by step directions to achieve the plan

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The Onboarding System



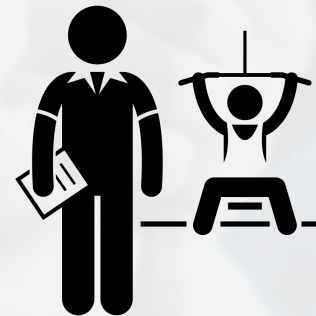
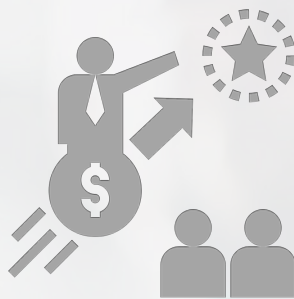
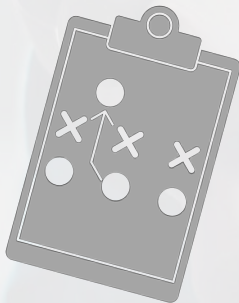
Demonstrate: Show them how to do it live. Prove the plan works.

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The Onboarding System



Coach: Help them as they take their steps toward copying you

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The 1st 90 Days

1. Company culture: They BELIEVE in your company

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The 1st 90 Days

1. Company culture: They BELIEVE in your company

- Company history, company values
- Management process
 - 1 on 1s
 - Regular meetings, trainings and support
 - Activity & Performance expectations
 - Goal setting
 - Achievement & Recognition



The 1st 90 Days

1. Company culture: They believe in your company

2. Product Training: They BELIEVE in your products/offerings



The 1st 90 Days

1. **Company culture:** They believe in your company
2. **Product Training:** They BELIEVE in your products/offerings
 - How your products work
 - How your products solve problems for companies
 - How to identify spotter training for each
 - How to demonstrate the value of the product
 - Case studies of proof of value



The 1st 90 Days

1. **Company culture:** They believe in your company
2. **Product Training:** They believe in your products/offerings
3. **How to Sell Training:** They BELIEVE in themselves



The 1st 90 Days

1. **Company culture:** They believe in your company
2. **Product Training:** They believe in your products/offerings
3. **How to Sell Training:** **They BELIEVE in themselves**
 - How to prospect on foot, over the phone, cold email, & social
 - How to run effective meetings with current and new customers
 - How to put together proposals that build value & create urgency
 - How to manage your time effectively and your mindset

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3. Product Training

How You Teach "What" Your Reps Will Sell

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Product Training

- **Product evolution** (appreciation for technology advancement)



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Product Training

- Product evolution (appreciation for technology advancement)
- **Target customer challenges specific features solve**

Solution capabilities	Challenges the customer is facing	Business Impact of Not Solving Challenge	What Questions Could We Ask to Spot the Opportunity
(MPS) Auto shipping desktop toner	<ul style="list-style-type: none"> • Running out of toner at the worst times • Finding the right kind of toner to replace • Locating who has that toner in stock • Time it takes to get the toner at the store 	Downtime causes... lost revenue, lost customer service, potential customer churn	<ul style="list-style-type: none"> • How often does the toner run out of your desktop printers without a replacement on hand? • What is your process for getting a toner replaced for your desktops?

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Product Training

- Product evolution (appreciation for technology advancement)
- Target customer challenges specific features solve
- **The “rules” about certain products**



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Product Training

- Product evolution (appreciation for technology advancement)
- Target customer challenges specific features solve
- The “rules” about certain products
- **The Demonstration**
 - What they should “say” (about the Company AND the product)
 - How they upsell other services
 - How they include the customer in the experience

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Product Training

- Product evolution (appreciation for technology advancement)
- Target customer challenges specific features solve
- The “rules” about certain products
- The Demonstration
- **Competitive landscape**
 - Understanding “lock out” features

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“How to Sell” Training

Foundational sales skills

- **How to get your message right**
 - Value propositions (features and benefits)
 - Understanding why some customers buy & others don't
 - Creating cold calling scripts & elevator pitch value statements

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“How to Sell” Training

Foundational sales skills

- How to get your message right
- **How to fill the funnel**
 - How to plan for effective weeks
 - Cold calling in person, over the phone, cold emailing, social selling
 - Objection handling
 - Building a positive mindset
 - Creating prospecting sequences

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“How to Sell” Training

Foundational sales skills

- How to get your message right
- How to fill the funnel
- **How to create interest during appointments**
 - Building a connection with your customer
 - Discovery / How to ask great questions
 - Running 1st appointments with net new customers
 - Running current account reviews

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“How to Sell” Training

Foundational sales skills

- How to get your message right
- How to fill the funnel
- How to create interest during appointments
- **How to create proposals that build profit**
 - Components of a great proposal
 - How to present a proposal
 - Closing / Negotiating
 - Building value during the sales process

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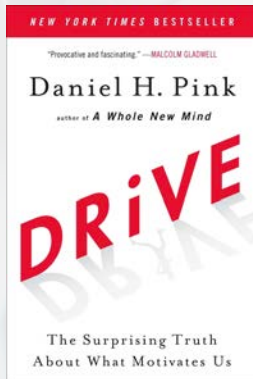
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5. Clearing The Way

How to Keep The Momentum Going

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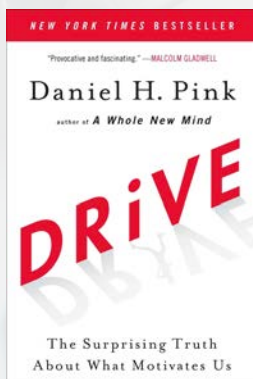
Clearing The Way



Intrinsic motivation comes from 3 areas

1. Autonomy
2. Mastery
3. Purpose

Clearing The Way



Intrinsic motivation comes from 3 areas

Autonomy	Management Process, Goal Setting, Learning Paths
Mastery	Product Training, "How to Sell" Training, Learning Paths
Purpose	Company Culture, Achievement, Recognition & Appreciation



Clearing The Way

Create Learning Paths

Specialty	Learning Path
Production	EFI training, Corporate training
MPS	MPS training, LMI/Clover toner training
Software Solutions	Software trainings, whitespacing, workflow training
Managed IT	IT terminology training, shadow IT department, IT training
Sales Manager	Leadership development training, SL2 (Blanchard)

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6. Additional Resources

Where Can I Go For More Information?

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FREE RESOURCES

Are You Onboarding Your Salespeople Incorrectly?

2021 BTA National Conference Education Session



Thank you for attending!
I hope you and I can get a chance to meet and see if I could be a resource in the future. Until then, please enjoy these free sales resources.



SCAN ME





Derek Shebby | ModernSalesTraining.com/BTA2021

Additional Resources



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