Sales Academy

Discussion template for creation of a Sales Certification Program

Cedercreutz Consulting February 2015

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People are at various stages of skill already

You will need to get buy-in from first line mgrs: Create a **Review Board** (diverse in roles / levels/geography) to give input and evaluate suggestions

Base suggestion on info you've already gathered

☐ **Job Descriptions**

☐ **Earlier Assessments**

☐ **Key Gaps / Customer Feedback**

☐ **Strategy work on key challenges**

☐ **Review of "loss reviews"**
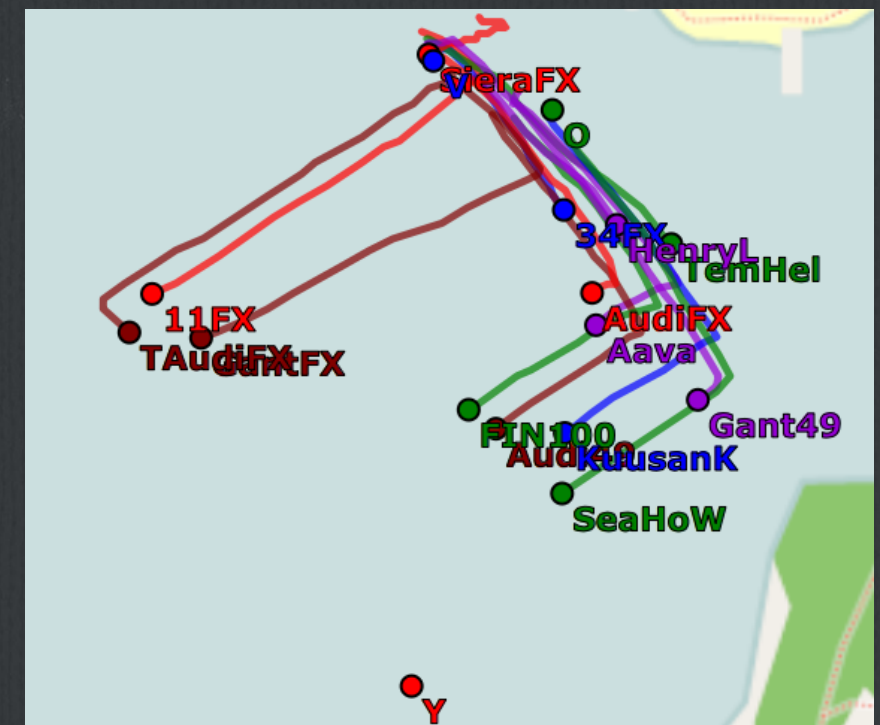
Profiling Questions & Results can help you get the right focus

Personality questionnaire : Page 1 of 52

	Most	Least
I like helping people	●	○
I enjoy competitive activities	●	○
I view things positively	●	○

	Most	Least
I enjoy the companionship of others	●	○
I find negotiation easy	●	○
I look to the future	●	○

Next

Motivation questionnaire : Page 1 of 24

The need to be constantly on the go in the job	●	●	●	●	●
Having to justify my work in terms of profits	●	●	●	●	●
Not feeling stimulated by the tasks I do	●	●	●	●	●
Having a job that challenges my abilities	●	●	●	●	●
Having little contact with colleagues	●	●	●	●	●
Having clear rules and systems for doing tasks	●	●	●	●	●

Next

Sales Foundations
- Sales Confidence
- Sales Drive
- Sales Resilience
- Adaptability
- Listening
- Embracing Change

Motivation
- Money
- Competition
- Achievement
- Pace
- Social Contact
- Recognition
- Growth
- Autonomy

Sales Cycle
- Developing a Game Plan
- Making Contact
- Building Desire
- Creating Options
- Presenting
- Closing the Sale
- Satisfying the Customer
- Managing and Growing

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Hunter and Farmer scores are based on personality -> competency -> score based on SHL study in B2B Sales

Sales Report – 14 Sales Competencies and 8 Motivational Factors

OPQ profile – 32 personality dimension
MQ Profile – 18 motivational drivers

Farmer/ Hunter tendency linkage based on study in B2B Sales by SHL

	1	2	3	4	5

Sales Foundations

Data Rational , Evaluative , Conceptual

- Sales Confidence
- Sales Drive
- Sales Resilience
- Adaptability
- Listening
- Embracing Change

Motivation

Evaluative , Conceptual , Innovative
NOT Conventional
NOT Rule Following

- Money
- Competition
- Achievement
- Pace
- Social Contact
- Recognition
- Growth
- Autonomy

Sales Cycle

Persuasive , Controlling

Controlling, Conceptual , Forward Thinking , Conscientious , Achieving

- Developing a Game Plan
- Making Contact
- Building Desire
- Creating Options
- Presenting
- Closing the Sale
- Satisfying the Customer
- Managing and Growing

Hunter

3+4+3/3=3,3

Farmer

(4+3+4+3)/4 = 3,5

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Refresher priorities can be set based on Sales Profile

Sales Cycle	Reading / Portals to explore	Sales Training Institute
Developing a Game Plan	"The New Solution Selling" by Keith M. Eades "Selling to big companies" by Jill Konrath	Sales Fundamentals (Section 2) Lead Generation and Prospecting Strategies
Making Contact	"Flawless Consulting" by Peter Block "What the customer want you to know" by Ram Charan	Sales Fundamentals (Section 5)
Building Desire	"Guide to Business Modeling" by John Tennent and Graham Friend "Analysis for Financial Management" by Robert C. Higgins	Sales Fundamentals (Section 6)
Create Options	"The inmates are running the asylum" by Alan Cooper "The Strategy and Tactics of Pricing" by Nagle, Hogan & Zale	Training on product, architecture, benefits and selling against competition
Presenting	"The Story Board Approach" by Marcel Dunand and Kerry Choun "Made to Stick" by Chip Heath & Dan Heath www.Toastmasters.org	Sales Presentations Strategies
Closing the Sale	"The Science of Persuasion" by Robert Cialdini "Getting to YES" and "Getting Past No" by Roger Fisher and William Ury	Practical Sales Theory (Section 3)
Satisfy the Customer	"Execution: The Discipline of Getting Things Done" by Larry Bossidy, Ram Charan and Charles Bruck	Sales Fundamentals (Section 9)
Managing and Growing	inc.com-guides: How to manage a sales pipeline	Practical Sales Theory (Section 4)

… and it can help everyone focus on their core skills

Sales Foundation	Reading / Portals to explore	Sales Training Institute
Sales Confidence	"The Trusted Advisor" by David Maister	Sales Fundamentals Simulations From eg. Sales Fundamentals (Section 2)
Sales Drive	"Managing yourself" by Peter Drucker	Practical Sales Theory (Section 1)
Sales Resilience	"Flow" by Mihaly Csikszentmihalyi	Sales Fundamentals (Section 7) Practical Sales Theory (Section 3)
Adaptability	"The New Solution Selling" by Keith M. Eades	Sales Presentation Strategies (Section 3)
Listening	"Active Listening" by Kelly Fowler	Sales Presentation Strategies (Section 1)
Embracing Change	"Dealing with Darwin" by Geoffrey A. Moore "First you break all the rules" by Marcus Buckingham	Practical Sales Theory (Section 1)
Sales Motivations	These are the motivational drivers. Growth as a Motivator gives good basis for accepting trainings	Practical Sales Theory (Section 1)
Sales Management	CSO Insights portal	Sales Management Practical Sales Theory (Section 1)

Regardless you can still use the Sales Report categories

Sales Foundation	Reading / Portals to explore	Other Solutions
Sales Confidence	"The Trusted Advisor" by David Maister	www.Toastmasters.org
Sales Drive	"Managing yourself" by Peter Drucker	**salesforce.com** implementation
Sales Resilience	"Flow" by Mihaly Csikszentmihalyi	
Adaptability	"The New Solution Selling" by Keith M. Eades	www.Toastmasters.org
Listening	"Active Listening" by Kelly Fowler	
Embracing Change	"Dealing with Darwin" by Geoffrey A. Moore "First you break all the rules" by Marcus Buckingham	
Sales Motivations	These are the motivational drivers and as such do not have any linked trainings. The thing to note is that Growth as a Motivator often gives good basis for learning through trainings	

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Just providing the knowledge is like lying on your boat…
and expecting the skill to develop

Quicker development ?

>75% of all training is wasted.
You should focus on reinforcement and practice of selected trainings

Use a platform
to track learning nuggets
AND related practice

Implementation can be:
based on own cases,
simulated calls,
require manager coaching &
leverage external coaching
if wanted

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Suggestion for exploration as individuals

Sales Fundamentals & Practical Sales Theory training for Account Managers and Technical Sales Managers

Sales Management for Sales Leaders

All courses include trainings, quizes, simulation and tracking

www.salestraininginstitute.com

Illustrative Timeline suggestion

Agree on direction

Establish Training Board

Develop first draft based on available info

Profiling start

Approve first Sales Academy program

Start first level of pilot Academy

Aug   **Sept**   **Oct**   **Nov**   **Dec**   **1Q17**

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Now its time to put it all to use!

Cedercreutz Consulting Oy Ab
carl-magnus@cedercreutzconsulting.fi or +358 45 166 1117