



On-Demand Sales Training

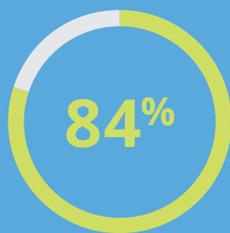
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A sales enablement platform combined with on-demand training provides immediate reinforcement for field sales reps.

Most companies have some or most of their sales team working offsite in geographically distributed locations.

Larger enterprises can have global sales teams and many have sales reps who are not even exempt employees. Managing a remote sales team presents unique challenges, including the onboarding process and the ongoing training of these individuals.

Sales training is more successful when it's available and focused, when there is immediate feedback, and when there is interaction between trainer and trainee. Working alone in the field can be difficult enough and, depending on the personality, sales reps can easily be derailed when they don't have confidence in their knowledge of a product or the ability to call upon resources when needed.



84% of training efforts are not retained by sales after 90 days¹



50% of the content taught in sales training is not retained within the first five weeks. 84% of what was initially learned is then lost within the first 90 days.¹

If training materials are not dynamic or don't sufficiently train the rep, it can create a disconnection and be counterproductive. If they have no way to hone their sales skills or obtain ongoing reinforcement of skills without traveling to the office, the onboarding and even the complete sales process can be slowed significantly.

Technology can bridge the gap between the home office, the remote office (or Starbucks in some cases), and the lone sales rep in the field. The initial solution is typically a CRM, which is a great start, but some CRMs can be expensive or frustrating and some of the less expensive solutions may lack the add-ons that are needed for training.

Training dollars wasted

Most sales training today doesn't include systematic, ongoing learning and reinforcement. This means almost 50% of the content isn't retained within the first five weeks. Eighty-four percent of what is initially learned is then lost within the first 90 days.¹

THE ABILITY TO PROVIDE TRAINING MATERIALS AT THEIR FINGERTIPS GIVES SALES REPS AN INSTANT RESOURCE FOR RESEARCH AND BUILDS CONFIDENCE IN SALES MEETINGS.

ASSOCIATING TRAINING MATERIALS TO SALES RESULTS WILL GIVE THE COMPANY INSIGHT AND HELP DEVELOP BETTER TRAINING TOOLS.

The fact is these solutions are for customer management and may not really translate well for training. And, what about the user experience? Is that important? Does that matter? Our experience tells us it is and does, and keeping this in mind can add a level of complexity to your solution. We all know the generalizations: that most salespeople aren't or don't want to be focused on administrative tasks, and they are usually technologically challenged.



70% of salespeople take longer than six months to ramp up

But how does this apply? It simply means that for your training solution to be quickly and widely adopted on a long-term basis, it has to be easy to use, consistent with your training guidelines, reliable, intuitive, and it really should look cool. That's a tall order for a CRM.

Because a sales enablement solution is designed to specifically deliver content of all kinds (such as videos and other rich media file types) to the field, to customize the user experience, to be updated instantly, to be used when the Internet or WiFi are not available, and to actually record the activities of the end user, these solutions translate very well for not only sales, but for sales training.

APIs, which most sales enablement solutions have, can extend a CRM and give your users the kind of experience you want them to have. Instant feedback, the ability to change files at any moment, offline usage, and analytics are all part of the platform.

We have even seen where a customer has identified the iPhone as a great device for training. The materials can be like flash cards or instant resources for refreshing knowledge just prior to a sales call. Then, because a sales enablement platform can capture media activities in a sales call, you can connect training usage to sales results. This is another level of understanding that could never be captured before.

We recommend checking into the benefits of adding a sales enablement platform either as a stand-alone tool or in conjunction with your current CRM. It will support your remote sales team from both sales and training perspectives.

See how you can get on-demand training in the hands of your sales reps by using vablet.

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