

Online Sales Training: Satisfaction Survey

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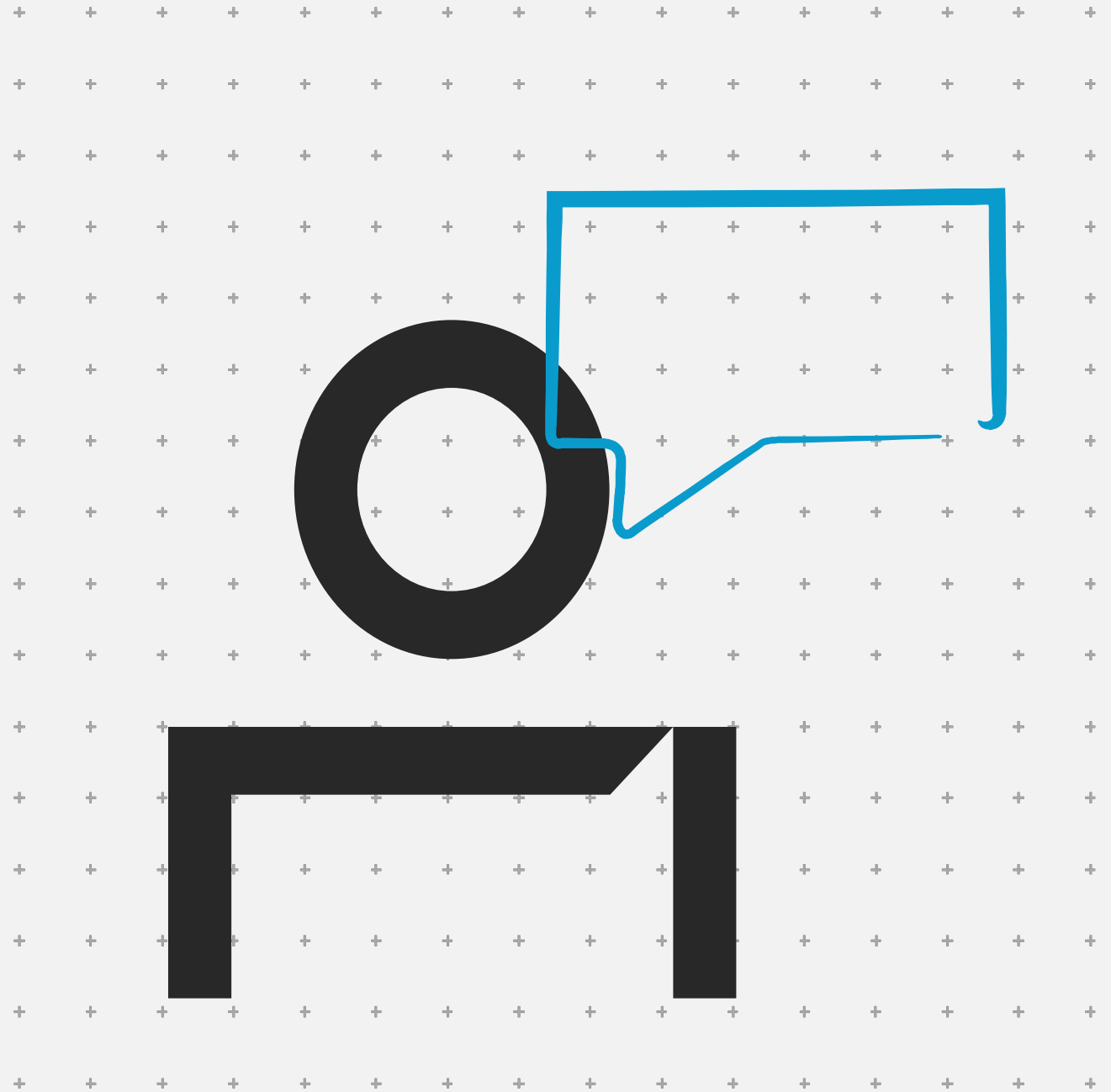
Agenda

- + Present the Online Sales Training Satisfaction Survey Summary
- + Propose Recommendations
- + Q&A



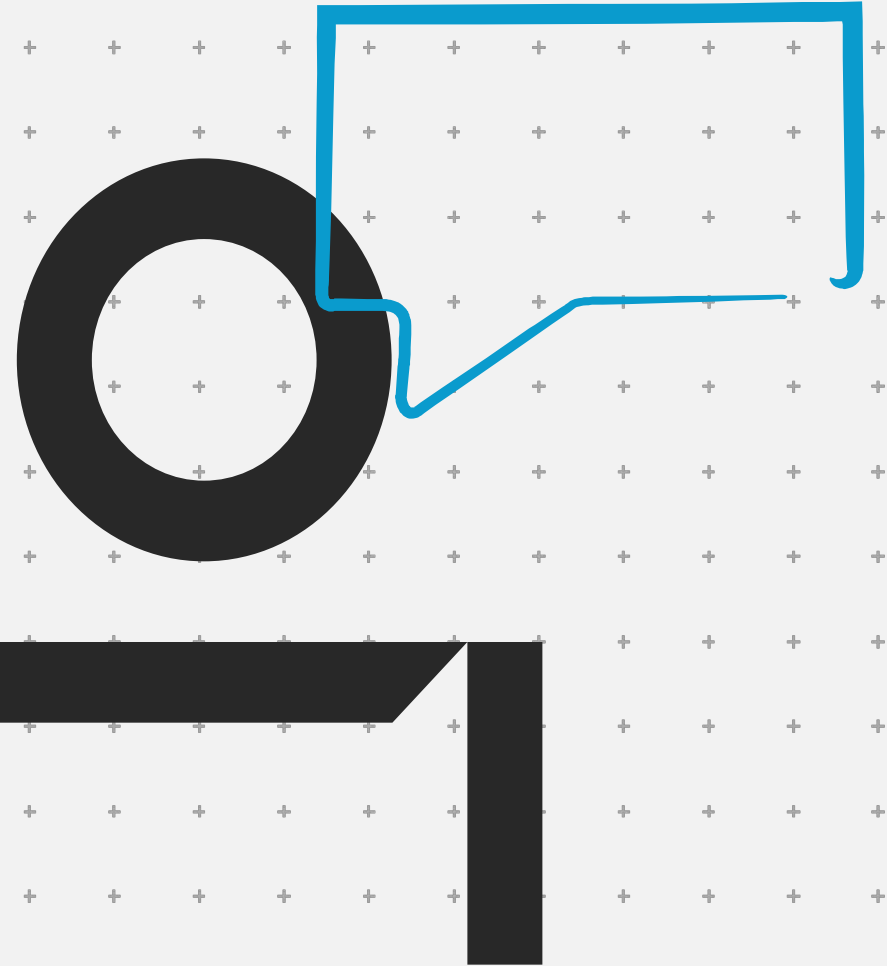
Survey Participants

- + 300 Participants
- + 196 Responses
 - + 83 Direct
 - + 98 Dealer Channel
 - + 15 Other



Survey Topics

- + Training Content Relevance
- + Training Effectiveness
- + Learning Environment & Tools



Understanding our Learning Management System



What we heard:

LMS Content Challenges

- + Basic Product & Solutions Content
- + Redundant Information
- + Inconsistent Course Structure



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Current training covers speeds and feeds but does little to translate this to a sales talk and how to convert this information to meaningful benefits for the end user customer.

Understanding our Content



What we heard:

LMS Content Suggestions

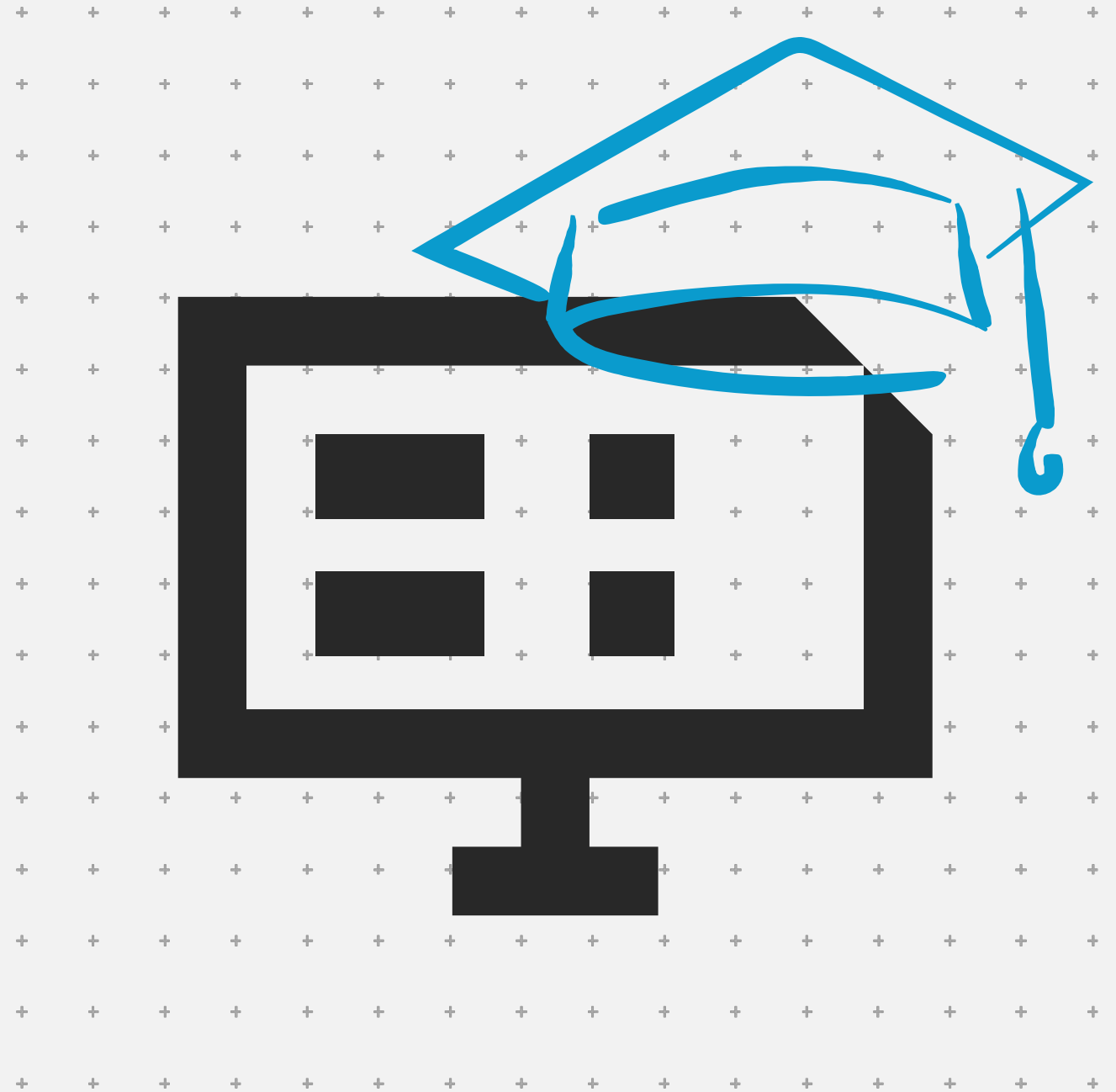
- + Product demonstration videos
- + Key differentiators
- + Market Trends
- + Customer benefit statements
- + Side by side competitor comparisons
- + Solution Selling
- + How to videos on Solutions
- + Discovering workflow solutions
- + Incorporate solutions into sales process
- + Situational selling examples
- + Vertical specific content
- + Product life cycle roadmaps
 - + Knowing when products will be replaced allow better management of major accounts and end users
- + Customer facing questions and how to uncover potential opportunities
- + Live or recorded demos of:
 - + calls with prospective clients
 - + gaining customer `s agreement for assessment

“Our Learning Center is poor at best. It’s navigation and overall content has not improved. It is so bad you can’t demonstrate it to new hires without embarrassment.”

What we heard:

LMS Challenges

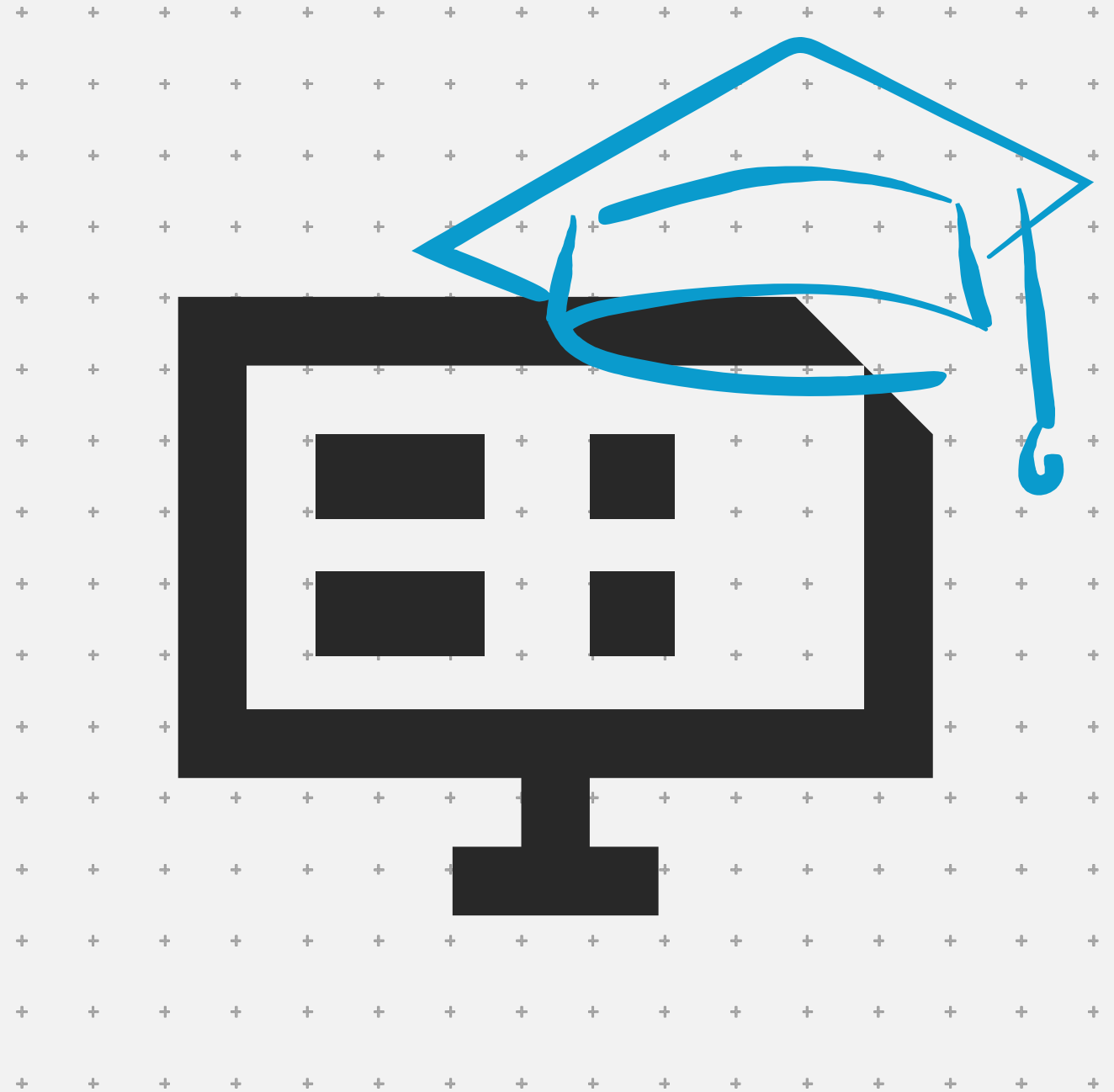
- + Update course structure
- + Courses are outdated & irrelevant
- + The system is slow, hard to navigate and prevents progressing to the next slide
- + Hard to search for courses



What we heard:

LMS Solutions

- + Categorize training as basic, advance & Intermediate
- + Automatic Notifications
- + Position based learning plans
- + Mobile Learning



Our Recommendations



Our Recommendation:

Implement a Training Workgroup

The Training Workgroup brings together various **enablement, training, and development** teams across the organization to streamline initiatives and create a cohesive strategic plan.

By sharing updates, evaluating current training offerings, identifying gaps, and setting future training goals, the group develops an implementation plan with a clear timeline and conducts quarterly evaluations to measure impact and drive continuous improvement.

Workgroup Objectives:

- + Share updates and resources
- + Evaluate current trainings offerings and determine the gaps
- + Develop future training goals to address the training gaps and align with company objectives
- + Create implementation plan and timeline
- + Evaluate Quarterly



Training Workgroup

Recommendations

Implement LMS

- + Evaluate our current LMS State
- + Establish future LMS Objectives
- + Create LMS needs analysis
- + Research & interview vendors
- + Develop & Execute an implementation plan
- + Launch LMS

Proposal Available

Enhance Training Content

- + Identify Training Subject Matter Experts
- + Restructure course content and incorporate the following topics in online sales training
 - + Situational Selling
 - + Going to Market
 - + Scenarios
 - + Prospecting client opportunities
- + Develop a Product & Solutions Training Launch process

Create Learning Plans

- + Create blended learning opportunities
- + Create Product & Solutions Learning Plans
 - + Onboarding Bootcamp
 - + Online Sales Training
 - + SSI
 - + Instructor Led Training
 - + Cooperation Selling ect.
 - + Solution Sales ect.
- + Develop Micro-eLearning courses that address KDA's Common Product & Solutions Features

Proposal Available

Thank
you!

