



AI-Enabled Sales Training

New Levels of Sales Excellence

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Introductions

Working with you side-by-side, every day



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Agenda

What You Can Expect

- 1 Current Selling Research
- 2 Why Sales Training Programs Fall Short
- 3 A New Way of Sales Training
- 4 What Else to Consider

Current Selling Research

Contextualize information to help customers understand what's right for them.

The Future of B2B Buying

In the next 5 years, the **best organizations** will equip sellers to engage customers differently.

They'll pivot from being an information source to **helping customers make sense** of what they're learning.

The Sense Making Seller

Customers **feel confident** when sellers help them to:

Determine the **right questions to ask themselves** and their suppliers.

Identify which information matters most in their purchase decision.

Identify consistent patterns or themes in information, regardless of origin.

59%

of business buyers are saying reps fail to grasp their unique goals.

86%

of buyers are **more likely to purchase** when vendors understand their objectives.

Sources:

Salesforce.com: State of Sales Report 6th edition

Gartner: The Future of b2b Buying

Gartner: The Sense Making Seller



Poll Question

Which is the higher
priority for your sales
organization?

Why do Sales Training Programs Fall Short?



Reason #1

Customers have limited options of new sales training content to buy.

What the market is saying:



How can we see all this research on B2B buy/sell process changing, we know it is affecting our sellers, but we have no new comprehensive sales training that teaches sellers what to do about it....”

Traditional sales training content that is still in the market today:

Is only focused on individual skills

Is not typically connected to other training

Is not introduced in the context of how sellers work

Does not stimulate new ways of thinking or provide sellers with new ways of operating in a data-driven sales environment


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graph LR
    A[Awareness of Issues/ Opportunity] --> B[Explore Options to Address Need]
    B --> C[Build Business Case]
    C --> D[Identify Supplier]
    D --> E[Solution Definition RFP]
    E --> F[Solution Recommendation]
    F --> G[Negotiate Terms]
    G --> H[Implement Renew Expand and Measure]
    A -.-> A
    H -.-> G
    F -.-> E
    G -.-> F
  
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Awareness of Issues/ Opportunity

Explore Options to Address Need

Build Business Case

Identify Supplier

Solution Definition RFP

Solution Recommendation

Negotiate Terms

Implement Renew Expand and Measure



Total Market Potential is huge. and companies are digitally transforming their businesses with constant cycling between Awareness and Explore Phases

Already working with other competitor and don't engage until they want to switch providers

Reason #2

Sales training
content industry
has opposing
partnership needs
with customers.



Traditional view from the sales training providers:



This is our IP we own it. You can't change it. If you want to customize it, bring it back to us and we will do that customization for you."

What this means for the customer:

Training is
expensive to
customize

Slow to
customize

Internal sales
training
resources feel
uneasy

**Businesses today have new levels of requirements.
They need speed and agility to operate at
and move their business forward.**



Poll Question

To what extent do you feel like the sales technology you are using today aligns to what you are teaching in your sales training content and methodologies?

Reason #3

Sales tech stack is not optimized for the seller's flow of work.

What is the result of this?

It's driven a technology bloat and caused companies to over purchase technology that impacts what sellers need to do daily.

What is the impact of technology platforms and artificial intelligence (AI)?

A bunch of technology platforms that are disconnected from the seller's workflow.

AI is increasing the technology bloat.

Most AI demands the seller have a new set of skills (i.e.: prompting) and still leaves them to interpret the results.

What Are
We Doing
About It?



Automate the Opportunity Creation and Identification Process Using AI



Leverage a proven workflow driven sales methodology.

Deliver hundreds of millions of \$ in growth across many organizations.

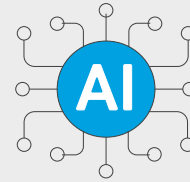
Across Industry and from SMB to Enterprise Accounts



Deep integration of sales methodology in Salesforce.com (SFDC).

Integrate methodology into your sellers flow of work.

Unlocks the capability of the 64% who are not yet top performers



Automate and orchestrate seller workflows.

Redefine the way your sellers operate.

Unlocks the **Time Restriction** on even top performers to scale exponentially



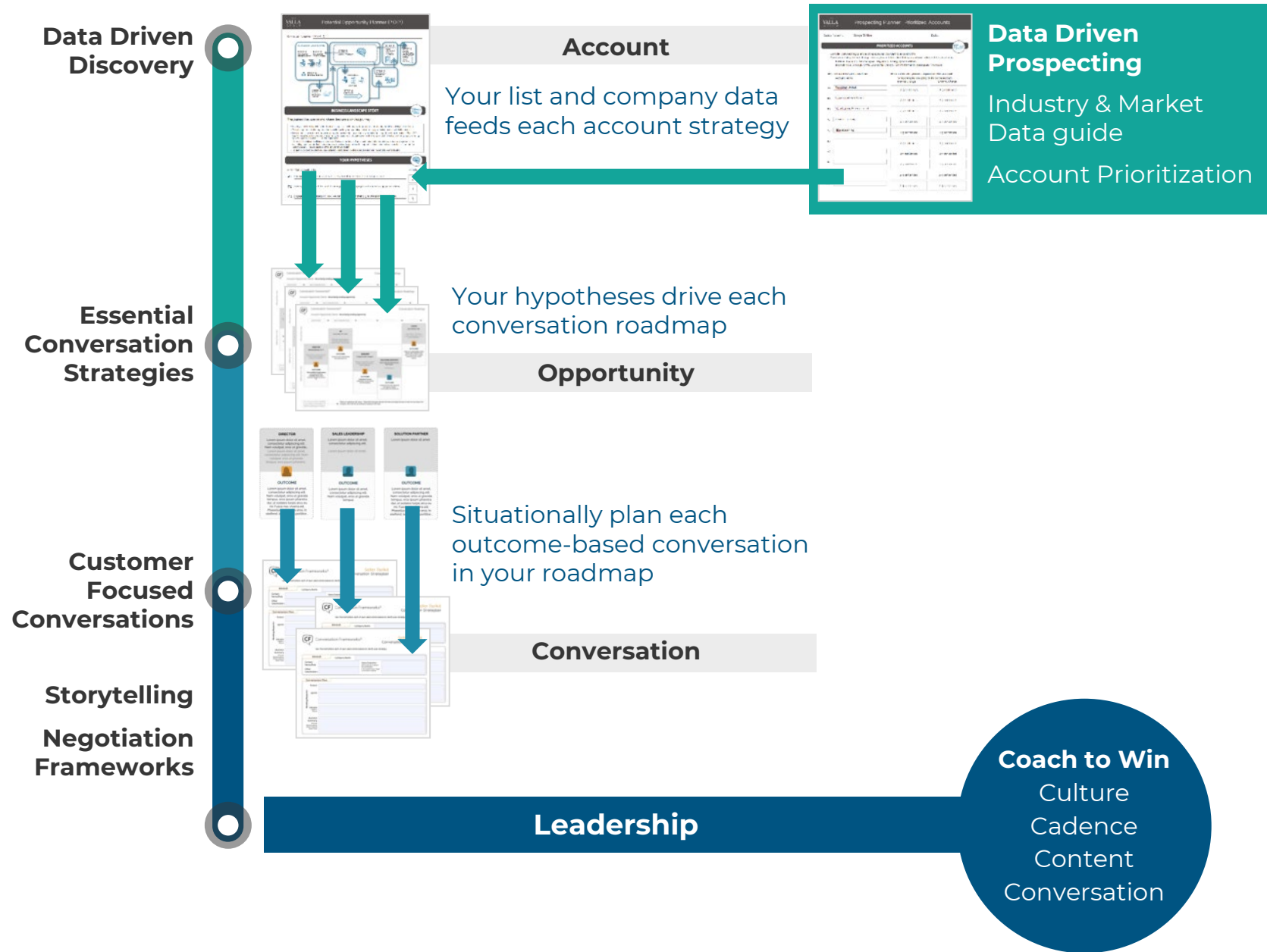
Scale opportunity and creation and acceleration.

Automate research workflow, align to your solutions, prioritize seller focus

Recommend a roadmap for who to target, in what order, and why for each opportunity

Enhance your sellers confidence by delivering personalized conversation plans

Uniquely Customized is Key to Drive Adoption and Results

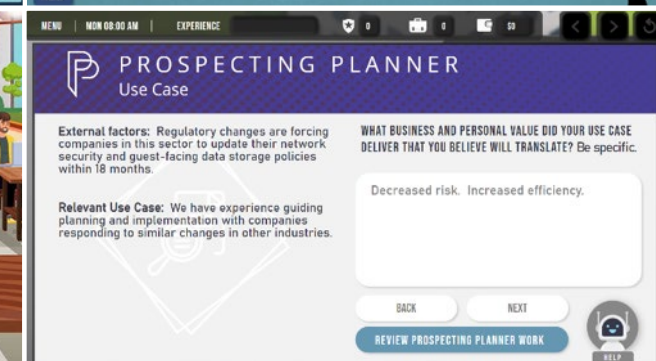
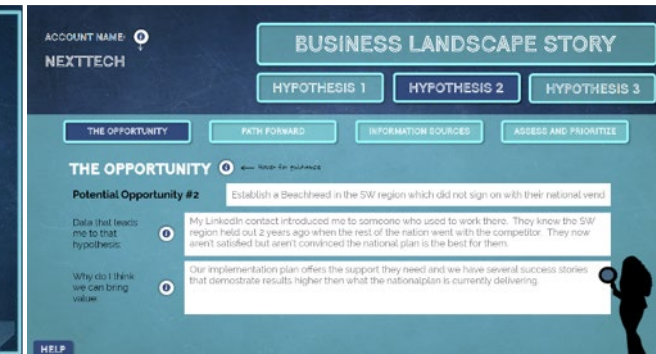
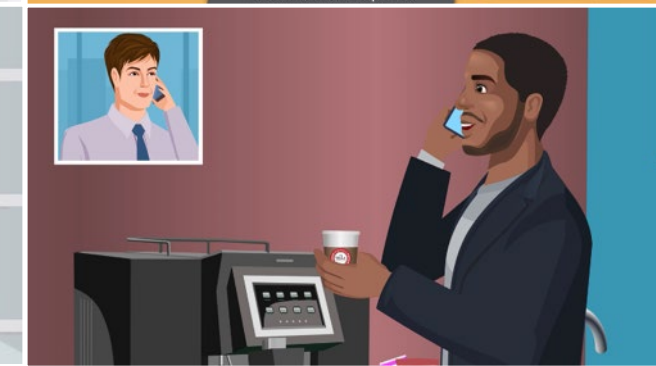
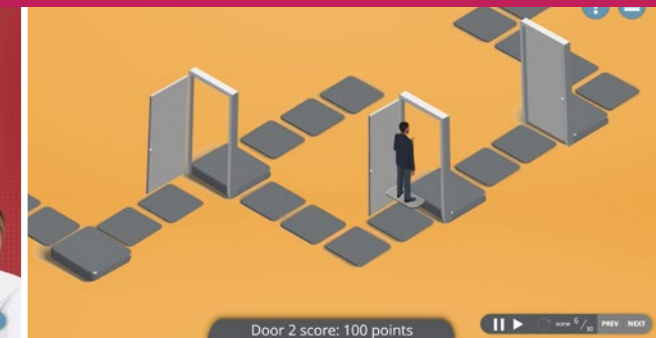
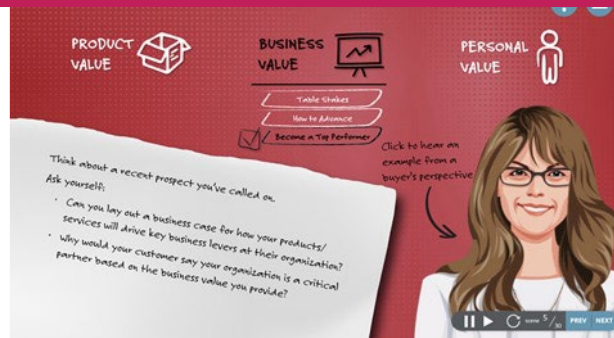


Self-Paced eLearning Modules

Equip your sellers with essential knowledge, seamlessly preparing them for the program's hands-on and experiential components.

Key features of the eLearning

- Learning is made relatable by weaving storytelling with relatable characters and scenarios into the modules.
- Gamification is used to enhance the experience, making it fun to complete.
- Users are kept active with regular interactive challenges to keep them engaged and ensure they grasp the material as they advance through the modules.
- Bookmarking and completion of tracking functionalities ensures seamless progress tracking.



eLearning That is Yours

Visually branded, accessible
and contextually updated
to align to company
standards.



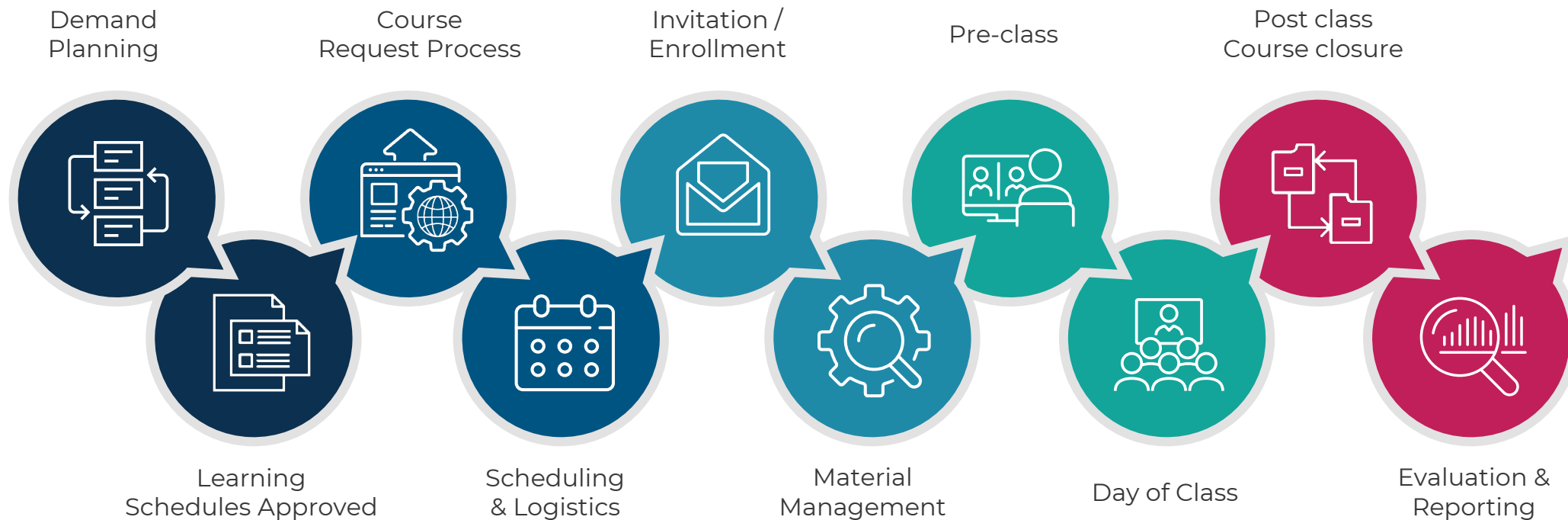
Virtual Learning Experience Delivered by Your Standards

Visually branded and contextually updated to create a relevant and impactful learning experience.



Learning Administration

Efficient and cost-effective learning administration and logistics



Training Delivery

A strategic approach for sourcing, qualifying, scheduling, and managing professional training resources, including trainers, virtual producers, moderators, coaches, and site coordinators, to support both in-person and virtual instructor-led training.



More than measurement

Measure to understand, to prove, and to improve

Feedback

SLAs, KPIs,
Super KPIs

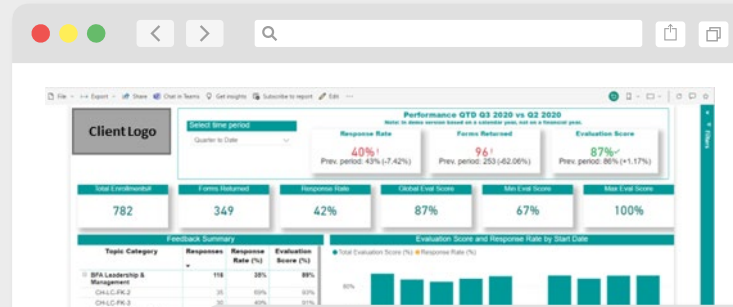
Service Delivery
Reporting

Operational
Reporting

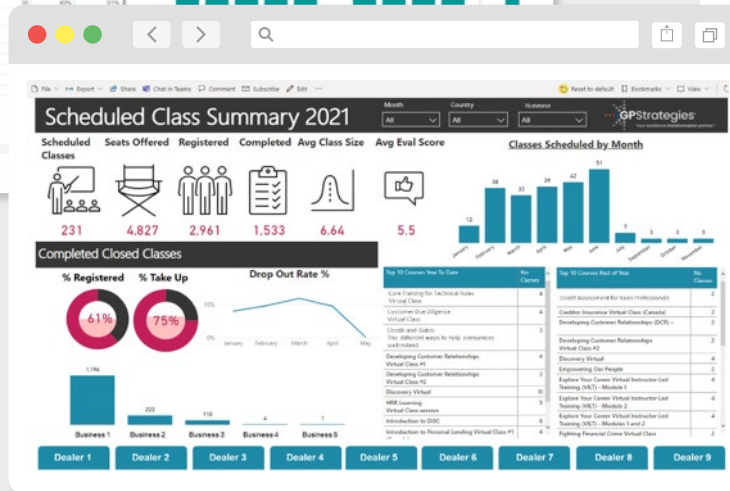
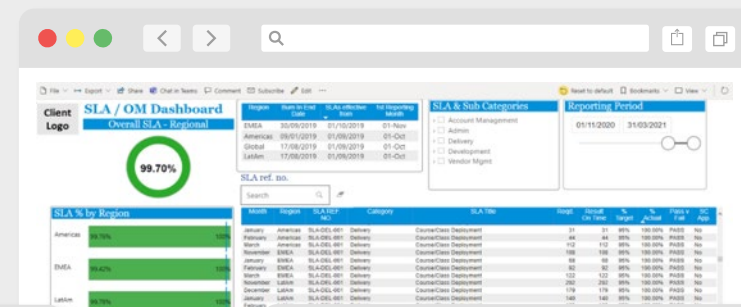
Activity
Reporting

Measurement
Mapping

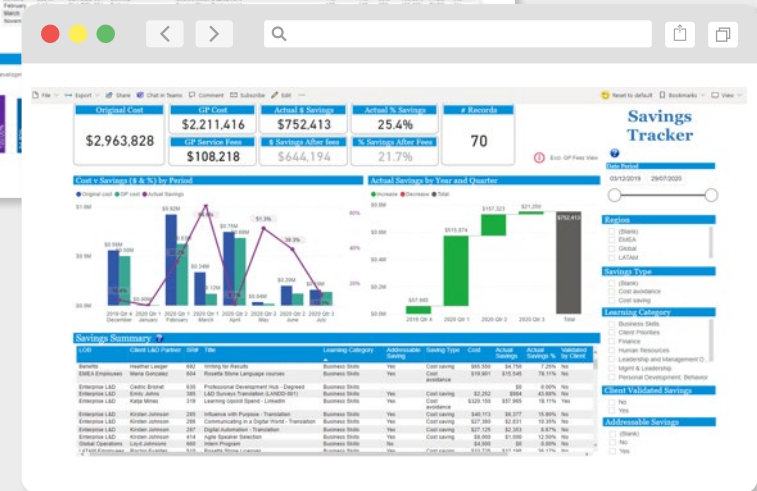
Engineering Training Dashboard



SLA and KPI Dashboard



Cross Industry Class Scheduling Dashboard



Client Savings Dashboard

Q&A



Contact us

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