



## Doing Sales Training Right!

Is your sales team performing as expected?

Are they doing what they have learned and, importantly, are they learning about what they need to do?

Training a team that is responsible to a company's business involves deep challenges and a keen sensitivity about what is working and what is not.

### *Performance Driven By Learning*

#### Is your sales training:

- Teaching core selling techniques?
- Familiarizing your salespeople with your products and services?
- Giving an insight into industry trends related to selling strategies?
- Making the salespeople master your sales process?
- Enabling them to manage their sales target?

**An ineffective sales training can be detrimental to both, the top-line and the bottom-line.**

Leverage **Indecomm Learning's P<sup>3</sup>—Product - Process - People (Customer)—Sales Training Framework** to effectively train your sales team.

This framework covers three key aspects of sales:

- **What to sell:** Details of your products or services
- **Who to sell to:** Includes softer aspects of training such as prospecting, customer interaction and handling, positioning products, and incorporating value selling
- **How to sell:** Focuses on your sales process or selling techniques the best

**Contact: [bdsupport@indecmm.net](mailto:bdsupport@indecmm.net) for a free workshop**

## P<sup>3</sup> Sales Training Framework:

- Streamlines the curriculum to align with the job
- Uses the right blend of learning delivery methods to ensure engagement and effectiveness
- Leverages existing manager-executive interaction to instill coaching and mentoring best practices across the sales organization
- Enables delivery of training materials using mobile devices, ensuring training on the go
- Includes performance support component to provide adequate scaffolding on the job
- Provides the use of scenarios and role playing



### Your P & L benefits from:

- Reduction in cost of training delivery
- Increase in the number of salespeople who meet their targets
- Reduction in time-to-competency of the newly hired salespeople
- Increase in quota values

### About Indecomm Learning

For over a decade, Indecomm Learning has partnered with businesses and governments across the globe to provide effective learning solutions. We identify the best solution for our clients through consultative engagement and have a track record of over 30,000 hours of learning content design, development, and deployment. Through our solutions, we strive to enhance the performance of an individual and the organization. We have received numerous awards, including the 2013 Asian Quality Leadership Award and two Brandon Hall Excellence Awards.

Indecomm has also been recognized by TrainingIndustry.com.

### Awards



Brandon Hall of Excellence:  
Bronze, Best Advance in Content Authoring Technology



Brandon Hall of Excellence:  
Silver for Best Use of Video for Learning category



Asian Quality Leadership Award  
in the Best in Class Technologies category



Featured in Top 20 Authoring Tools Companies List Selected for WoW! Author and RapideL



Featured in 2013 Watchlist for top Learning Portal companies



Featured in 2013 Watchlist for Top IT Training Companies