



How Modern Sales Enablement Increases Sales Effectiveness

*In-Context Training, Development, Intel,
and Content
that Sales Needs to Succeed*

About Me



Jeff Day

VP of Marketing at Highspot

20 years in marketing across
Intel, HP, Sun, Polyserve, Apptio

VP of Sales at DomainTools

20+ years as “revenue marketer”

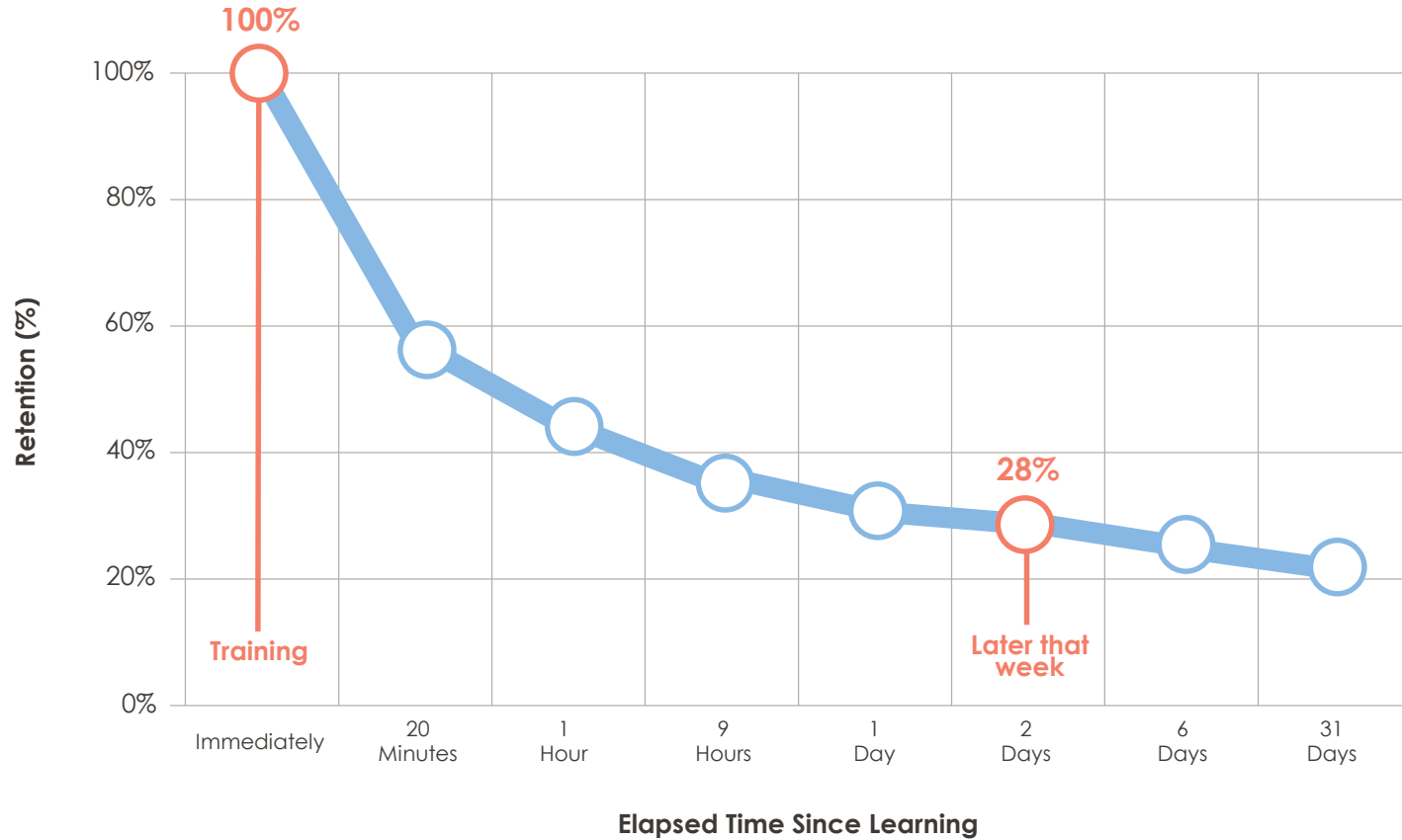
Current passion: Elevating
Sales Enablement as a change agent
for improving sales performance

Traditional Sales Training is Broken



Traditional Sales Training is Broken

Ebbinghaus Forgetting Curve



Training is Highest Priority for Sales



Challenges with Traditional Sales Training

1



Complicated Content

- Usually fairly technical in nature.
- Lots of details.

Challenges with Traditional Sales Training

1



Complicated Content

2



Boring presentations /
ineffective for learning

- Product marketers droning on about products
- For Hours....days

Challenges with Traditional Sales Training

1



Complicated Content

2



Boring presentations /
ineffective for learning

3



Worst way to learn

- Days of ingesting information from a lecturer
- Sometimes incorporates interaction, role playing, follow-up
- Drives low retention – 25% retained after 1 week, and dropping

Challenges with Traditional Sales Training

1



Complicated Content

2



Boring presentations /
ineffective for learning

3



Worst way to learn

4



Not personal. Not applied.

- In-context, “on-the-job” training sticks better
- “I will look like a fool in my next sales pitch if I don’t learn this.”

Fix It

5 Areas that will improve Retention

- 1 eLearning reinforces initial in-person training
- 2 Role-playing makes it real, and forces practice
- 3 Provide training material with their sales tools and collateral
- 4 Improve content quality and delivery quality
- 5 Provide necessary learning in-context (on the job)

1

Reinforce with Blended Learning

Follow up to Reinforce Retention

eLearning:

- Individual online course work
- Use varying formats – video, gamification, tests
- Make it easy, but force participation

Role playing:

- For sales pitches or methodologies, make them practice with their boss

Leverage peers – the Eagles:

- Have your influencers create “cheat sheet” personal case studies
- Divide & conquer – Have each rep take cliff notes for others to review

Follow up must be soon and repeated

2

Role-playing

Make it real

We find that role-playing is the best way to learn new content and practices

- Forces them to practice
- Discovers the nuances
- Makes it real, hopefully in front of their boss
- Better for retention
- Provides real coaching moment

3

Deliver with Sales Tools and Collateral

Marry 'how to use the tool ' with the tool

Create the hand-in-glove scenario

Sales reps will use the presentations,
collateral and sales tools

Training should reside next to this content

If they have to go searching for “how to
give the presentation” or “updates on
product X” they won't.

4

Improve content and delivery quality

Down with boring PPT presentations!

Measure preference and effectiveness

Share what works and what doesn't

Work with content experts to produce better content and training materials

Work with teams to improve and vary delivery.

Yes, PPT is here to stay, but we can mix in some interactive, video, whiteboarding, etc.

5

Deliver In-Context

What they need. When they need it.

Make it Real

- When they need it to get their job done (JIT)

Make it Approachable

- Consumable – Bite sized, easy

Make it Accessible

- Where they live daily – CRM, Sales Enablement

In-Context Learning



Digestible, Efficient Content

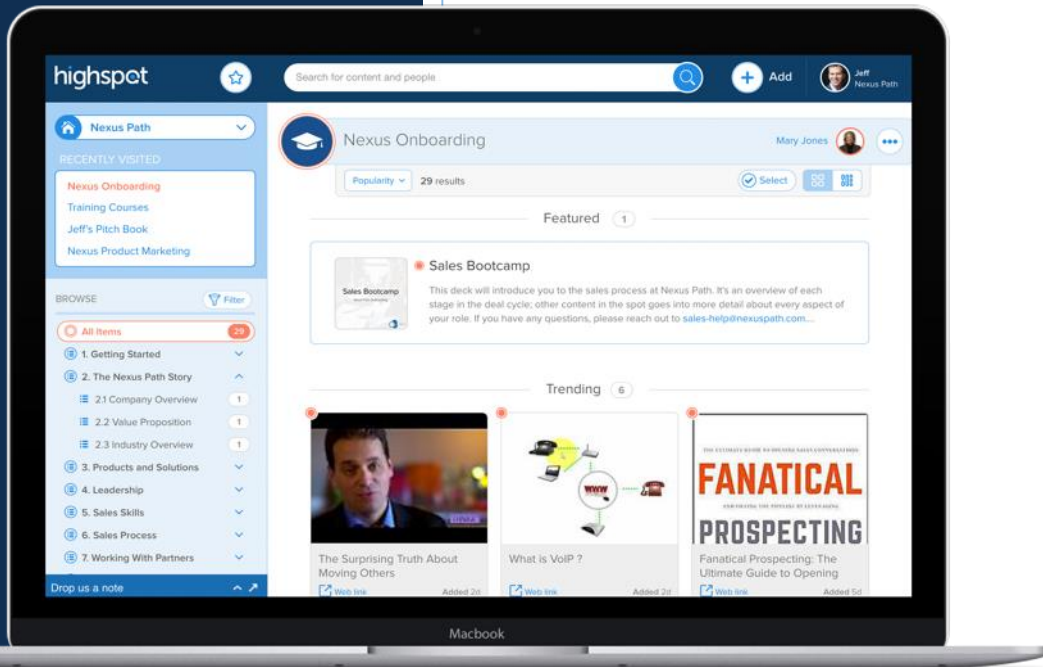
Video refresher (5 min max)

Long video on full pitch

Battlecards / Competitive FAQ

Playbooks (Guided Selling)

In-Context Learning

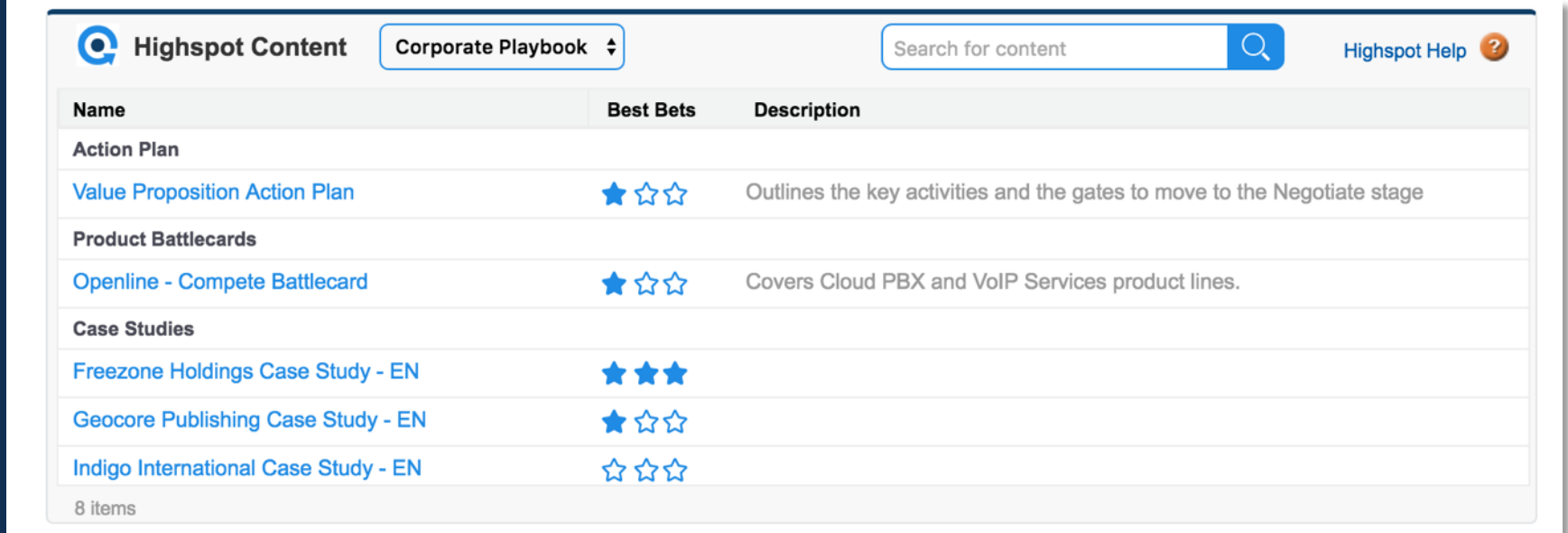


Delivered with Their Other Materials

Much learning is done from sales collateral, pitches, CRM and what they have to use

Marry the training on *how to use* tools with the tools

In-Context Learning



The screenshot shows the Highspot Content interface. At the top left is the Highspot logo and 'Highspot Content'. Next to it is a dropdown menu for 'Corporate Playbook'. To the right is a search bar with the placeholder text 'Search for content' and a magnifying glass icon. Further right is a 'Highspot Help' link with a question mark icon. Below the navigation is a table with three columns: 'Name', 'Best Bets', and 'Description'. The table is organized into sections: 'Action Plan', 'Product Battlecards', and 'Case Studies'. Each row in the table includes a link to the content, a set of star ratings (some filled, some empty), and a brief description. At the bottom left of the table area, it says '8 items'.

Name	Best Bets	Description
Action Plan		
Value Proposition Action Plan	★☆☆	Outlines the key activities and the gates to move to the Negotiate stage
Product Battlecards		
Openline - Compete Battlecard	★☆☆	Covers Cloud PBX and VoIP Services product lines.
Case Studies		
Freezone Holdings Case Study - EN	★★★	
Geocore Publishing Case Study - EN	★☆☆	
Indigo International Case Study - EN	☆☆☆	

8 items

Delivered Where They Live

In the CRM

In the Sales Enablement system

Not in a 3rd system

In-Context Guided Selling

Opportunity
Edge SLA

Customize Page | Printable View | Help for this Page

Show Feed Click to add topics:

Products | Open Activities | Activity History (10+) | Notes & Attachments | Contact Roles | Partners | Competitors | Stage History

Opportunity Detail Edit Delete Clone

Opportunity Owner	Demo-Admin Account [Change]	Amount	\$60,000.00
Private	<input type="checkbox"/>	Expected Revenue	\$30,000.00
Opportunity Name	Edge SLA	Close Date	8/11/2012
Account Name	Edge Communications	Next Step	Stage
Type	Existing Customer - Upgrade	Value Proposition	
Lead Source	Word of mouth	Probability (%)	50%
Product Line	Cloud PBX	Primary Campaign Source	
Order Number	847564	Main Competitor(s)	
Current Generator(s)		Delivery/Installation Status	
Tracking Number			
Created By	Demo-Admin Account, 8/31/2014 1:24 PM	Last Modified By	Demo User, 8/27/2015 1:34 PM
Description			
Custom Links	Delivery Status		

Highspot Content Corporate Playbook Search for content Highspot Help

Name	Best Bets	Description
Action Plan		
Value Proposition Action Plan	★☆☆	Outlines the key activities and the gates to move to the Negotiate stage
Product Battlecards		
Openline - Complete Battlecard	★☆☆	Covers Cloud PBX and VoIP Services product lines.
Case Studies		
Freezone Holdings Case Study - EN	★★★	
Geocore Publishing Case Study - EN	★☆☆	
Indigo International Case Study - EN	☆☆☆	

8 Items

Guided Selling / Playbooks

Tells the sales rep what to
do next

Goals for each stage,
meeting

What tools are accessible

Most don't work as they
are these huge books
they are expected to
memorize

Make them bite-sized
and In Context

Set multiple
playbooks

Target content based
on any SFDC fields

Measure.
Measure.
Measure.



- Training performance
- Content preference
- Content performance
- Trainee participation or certification
- Training participation against sales person success
- Any metric against revenue

About Highspot

Highspot Sales Enablement Platform

Sales Content Management



Make it easy for sales to find the content they need

Customer Engagement



Drive more effective selling through email and online presentations with engagement alerts

Performance Analytics



Analyze content usage, pitch performance and business impact to drive optimization

Machine Learning with Content Genomics

Platform Integrations (CRM, CMS, email, etc.)

Highspot Leadership

Select Customers



Select Partners



Gartner 2015
CoolVendor

FORRESTER®
BREAKOUT
VENDOR
Sales Content
Management
2016

SiriusDecisions
Intelligent Growth™

The Highspot Difference

Breakthrough approach to
content management

+

Intuitive user design

=

86% monthly usage rates

Reps love our
ease of use



“In my 30 years of experience, I have never had such a dynamic and functional library of content.”

– regional account exec

“Highspot is glorious! I don’t know how anyone’s business got by without this.”

– marketing manager

“Highspot is a lot more user friendly. It saves me a lot of time and makes the distribution of content much easier.”

– RFP manager



Thank You