



5 Training and Coaching Tactics for Hyper-Effective Sales Teams

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Julie Greenfield

Sales Enablement & Readiness Director

Brainshark

[/in/juliegreenfield/](#)

jgreenfield@brainshark.com

Agenda

- How did we get here?
- 5 tactics for hyper-effective sales teams
- How to implement the tactics with your sales team
- Call to action: Where do we go from here?

The Readiness Market: How did we get here?

“In the age of the customer, all customer-facing professionals require sales training.”

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CSO Insights reports:

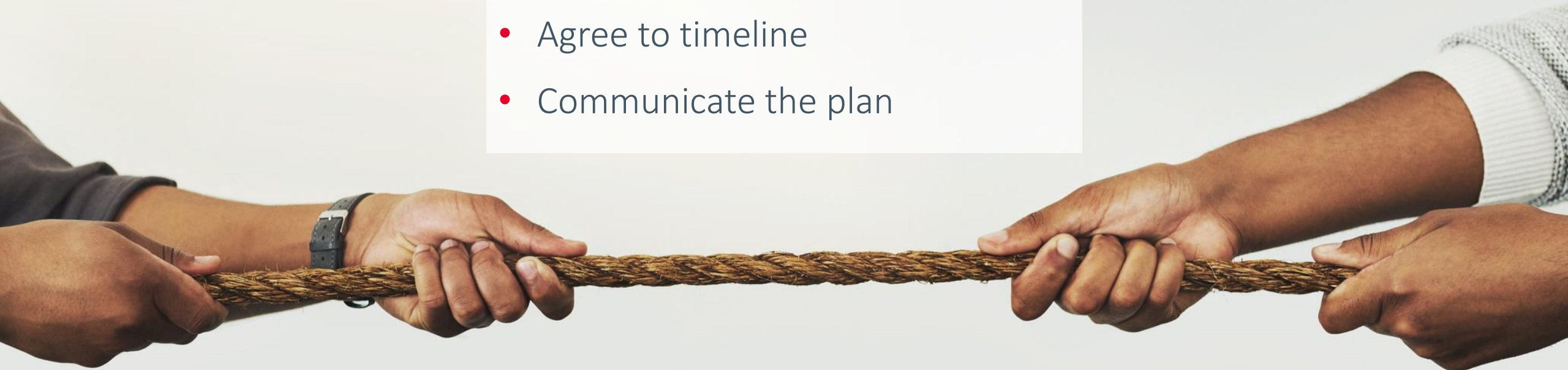
- ✓ Sales training is the **primary function** of enablement teams (70%)
- ✓ Effective **sales onboarding** can improve quota attainment by 21%
- ✓ Dynamic **coaching** has a significant sales performance impact: 28%+ win rates.

“Sales learning and coaching solutions support better and faster knowledge transfer, application and retention, which can lead to improved performance and longer tenure.”

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1. Leadership Involvement in Building Programs

- Review observations with leaders
- Prioritize programs
- Agree to timeline
- Communicate the plan



2. Change Management

- Involve the field
- Communicate
 - Why
 - How this ties to company initiatives
 - What's my impact to the org
 - What's in it for me



POLL:

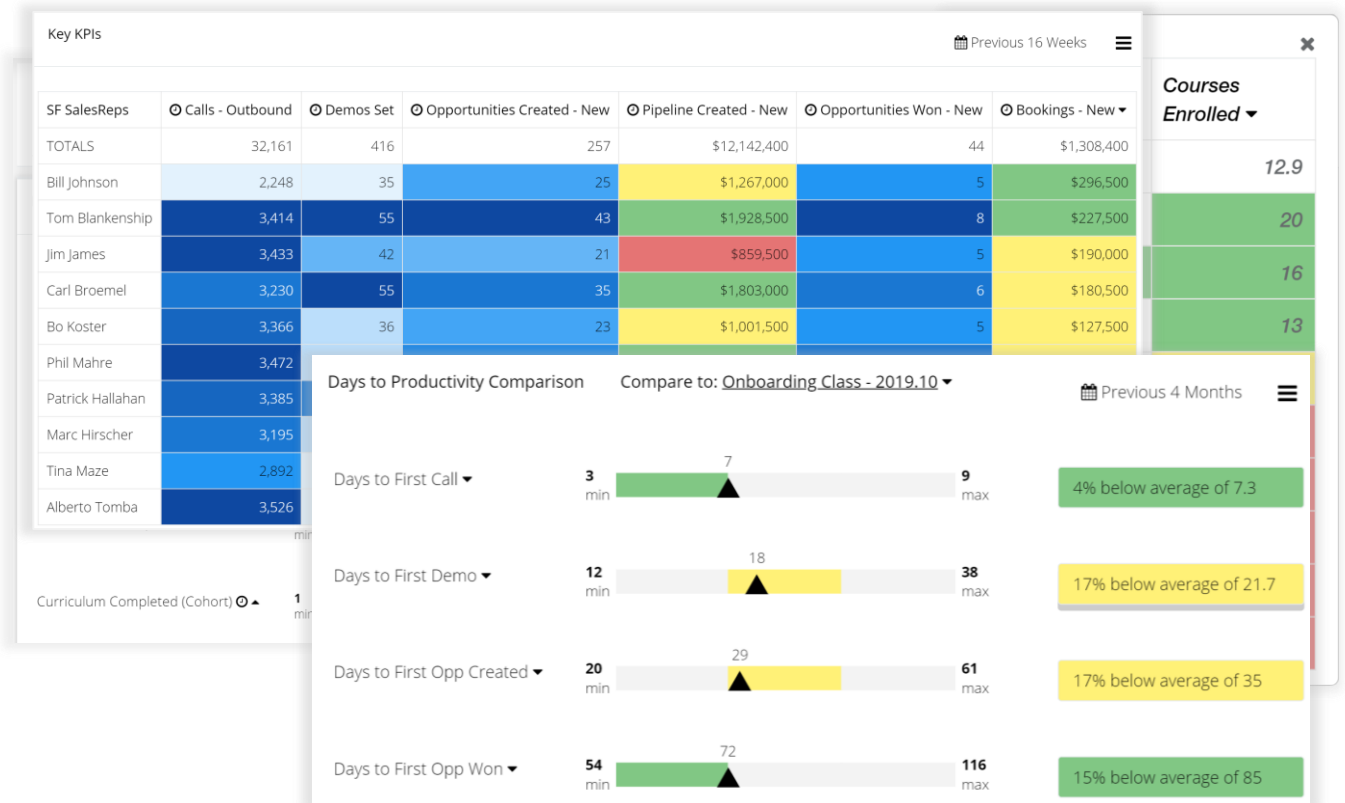
How many KPIs have you identified for your sales organization?

- 3-5
- 6-8
- More than 8
- We do not have defined KPIs

3. Key Performance Indicators – What to Measure

Leading indicators

- Opportunities created
- Meetings conducted
- Pricing discussions or proposals sent
- Demos conducted
- Health checks conducted



4. Coaching the Coach

- Develop people leaders
- Provide a framework
- Set expectations

“ Companies with **dynamic coaching programs** achieve **28% higher** win rates and **10% greater** quota attainment. ”

- CSO Insights



POLL: How do you reinforce training today?


- Instructor led – group or individual
- Coaching, mentor or buddy program
- Assign additional content
- One and done

5. Program Reinforcement

- Assign training/content
- Develop coaching challenges
- Role play
- Shadow/record meetings
- Provide feedback



Call to Action

- 
- Involve leadership
 - Create a change management plan
 - Determine 6-8 key KPIs
 - Develop managers and coaches
 - Build a reinforcement plan

Questions?

For more information on sales enablement & readiness, visit us at www.brainshark.com.



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/in/juliegreenfield/
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