

Building a Sales Certification Program



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...15 years ago

A Sales Certification Program



Long, boring presentations and roadshows to educate the ENTIRE sales team on EVERYTHING in 2 DAYS



Fly around the world to do live roleplays with each manager and sales rep



Track and share “checkbox” certification information in excel

Sound Familiar?

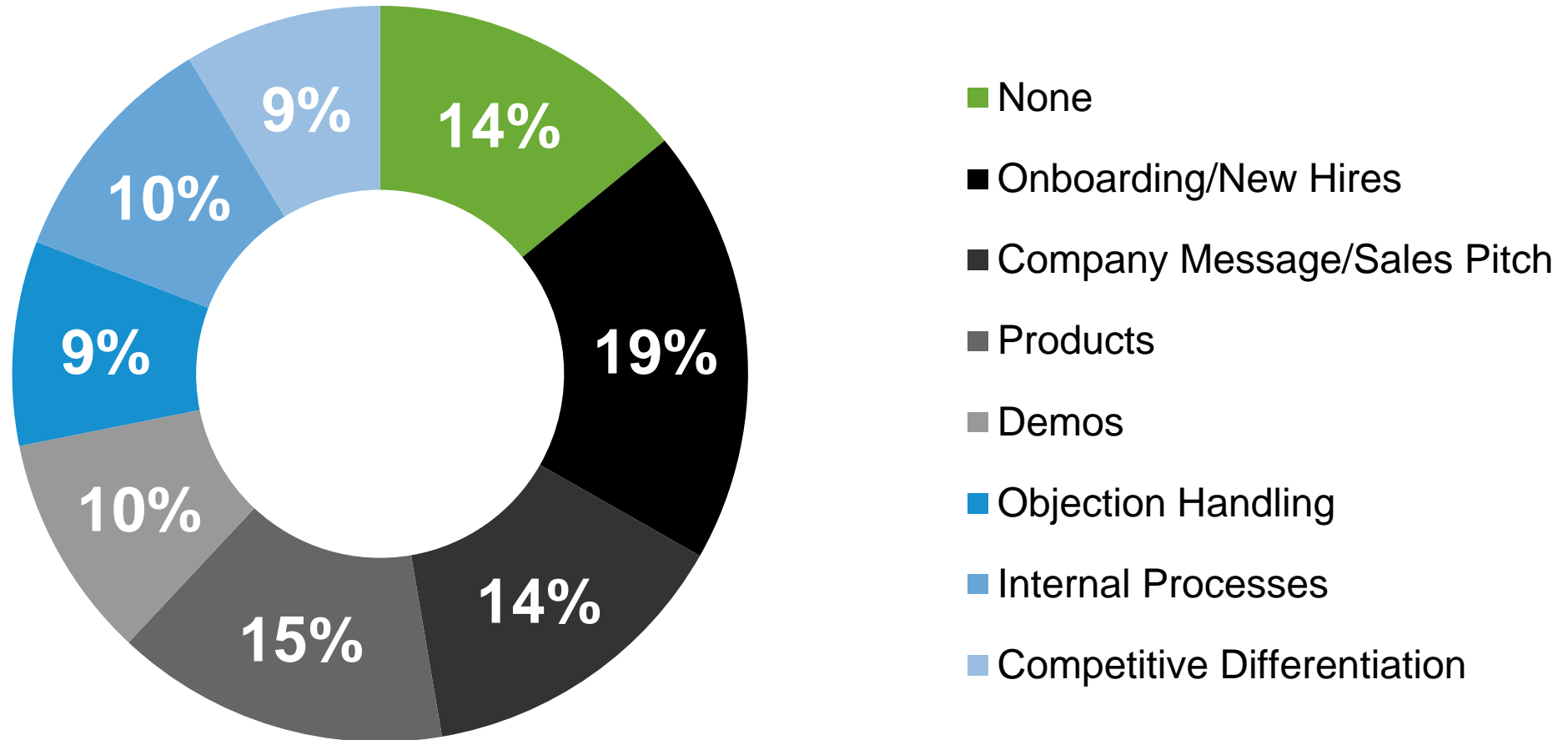


Today...



We asked you **two** questions
before this webinar...

1. What Certifications are you currently using for sales reps?



2. What is the biggest challenge you face when training your team to communicate the right message?

Reinforcement & Coaching

Adoption and Participation
Compliance

Manual Processes
Managing Change

Accountability
Time Consuming

Engagement
Implementation

Retention

Measurement & Effectiveness

Consistent Training

How do you build a **scalable** and **effective** sales certification program?

Purpose

- To share insight on why sales certifications are **critical within any sales organization** and ideas on how to build a successful program

Plan

- Understand the basics of a sales certification
- Best practices on how to build a certification program
- How to leverage technology
- Key takeaways for success

Outcome

- You will leave this webinar with a clear understanding of why sales certifications are important and **a framework to build or enhance sales certifications** within your organization

Why me?

Spent the last 15 years helping **Google**, **Salesforce.com**, &
Box scale and grow from \$'s to IPO

The Sales Productivity Challenge



- Geographically distributed sales org.
- Continuous change
- New messaging
- Complicated products
- Cost conscious companies
- Scale

How do you make sure everyone is up to speed and communicating the same message?

Let's start with this...

What does a sales certification
really mean?

Consistency

Consistency

①

Identify what works

②

Share best practices & validate it

③

Ensure everyone is communicating the same message

A Sales Certification Must Include ...



Goal

Ensure everyone can deliver the “story” just like “Marc”

Initial Rollout

Recorded presentations, live evaluation of pitch, lots of travel, lack of data....not scalable

Improved Rollout

Custom object in salesforce allowed us to track scores & competency

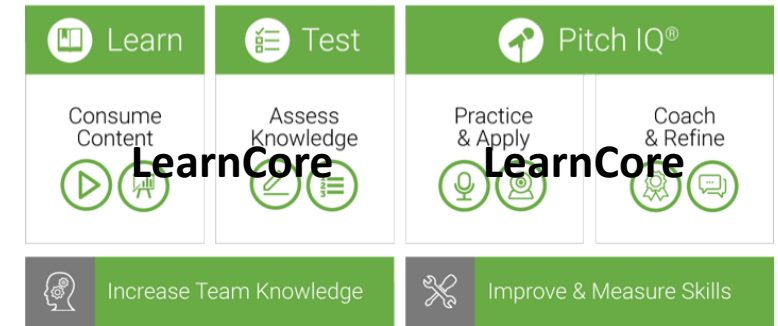


Goal

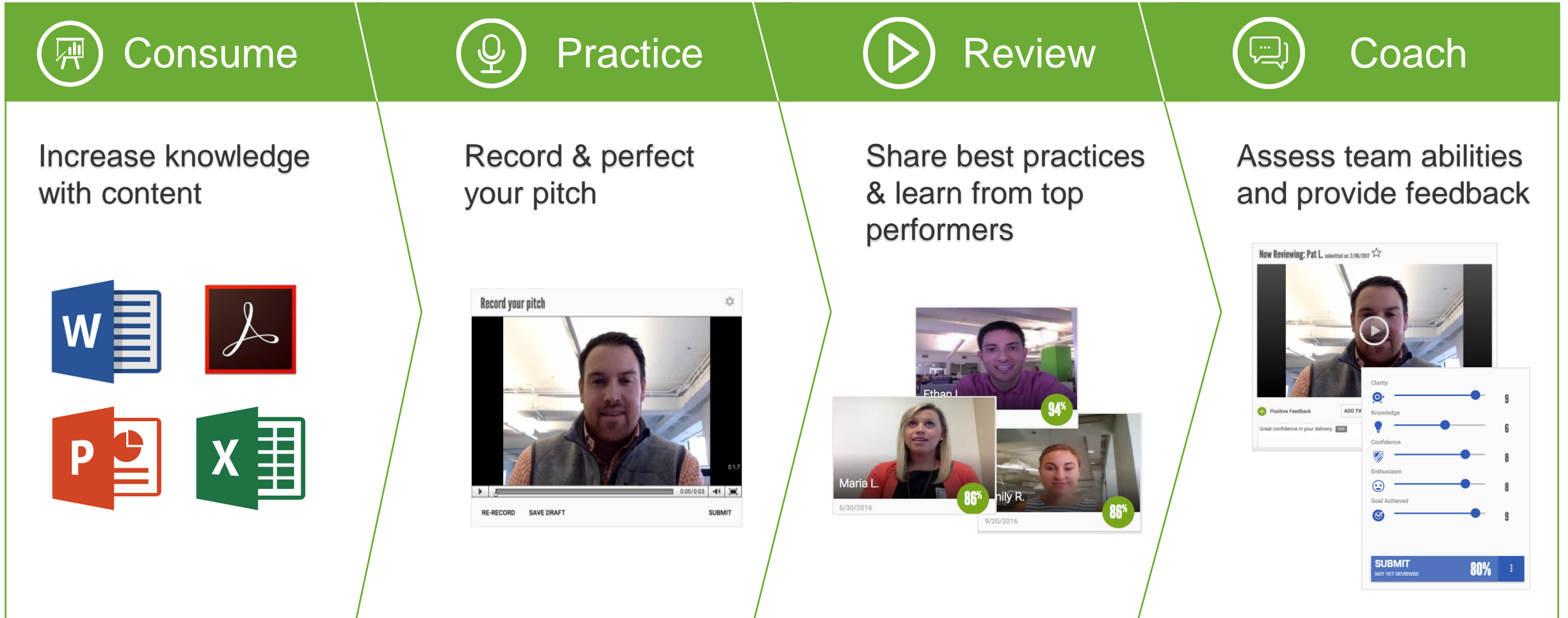
To educate the sales org on a new message, ensure that everyone could articulate the NEW value proposition.

Used LearnCore to Virtually Certify the Global Team

- Communicate expectations
- Quickly deliver content to global organization
- Make sure every rep consumed and understood the information
- Watched, reviewed, and scored each rep's pitch
- Allowed reps to learn from each other and share best practices



Sales Certification Framework



Measuring Success

It is critical to hold **reps** and **managers** accountable

- Weekly report sent to leadership
- VP of Sales would recognize top performances
- Create contests, make it competitive
- Highlight the top 3 performances to the entire company
- Call out delinquent reps & managers



Keys to Success

- Executive support
- It takes more than just YOU!
- Internal communication plan
- Accountability through data
- Starts with great content



Final Thoughts on Sales Certifications

- It Starts at the Top – you need buy-in from leadership
- Create great content
- Internal Communication Plan – set clear expectations!
- Share the best examples
- Break it up into smaller parts
- Do it OFTEN– it can't just be a one time event
- Have fun with it!





Questions?