XXXXXXX Global Sales Enablement Certification: Discovery Findings & Curriculum Roadmap

High Level Design Documentation
[DATE]

COMPANY
LOGO

Discovery Summary & Key Findings

SALES PROCESS MAPPING

1. Align **XXX** Sales Methodology & **XXXX**
2. Identify Activities Against Sales Cycle
3. Map Knowledge, Skills & Behaviors
4. Identify key resources- systems & partners
5. Map key SFDC activities

SME & SC INTERVIEWS

- Sales Leadership
- Pre-Sales Solutions
- Partner Management & COE
- Sales Operations
- Marketing
- Implementation
- Integrations
- Value Engineering
- Account Services
- Business Development

INVENTORY & ASSESSMENT

- Review of **XXXX** related **XXX** Sites
- Review of existing **XXXX** eLearning & Media files courses
- Review of **XXXX** learning assets and new hire curricula

KEY FINDINGS

RECOMMENDATIONS

Key Findings & Recommendations: Areas of Focus

AREA 1 · CULTURE

- Institutionalize "**XXXXX**" mindset & brand identity
- Define and operationalize end-to-end sales process
- Integrate into **XXXXXX**
- Leadership driven change management strategy

AREA 2 · OPERATIONS

2018: ALIGNMENT
Align **XXXXX** to end-to-end sales process

2019: INTEGRATION

- **XXXXXX** systems migration
- Integrate systems and operational capabilities into end-to-end sales process
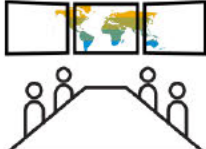
AREA 3 · TRAINING

2 Stage Roll Out:

- **STAGE 1 (2018): INCUMBENT STAFF**
  Deliver **XXXXX** Global Sales Enablement Curriculum with a focus on current performance gaps and opportunities.

- **STAGE 2 (2019): NEW HIRES**
  Deliver **XXXX** Global Sales Enablement Certification program with a focus on end-to-end learning for new **XXXXXXXX**.

Certification Program Review

PROGRAM | GLOBAL FIELD ENABLEMENT SALES CERTIFICATION PROGRAM

This program will provide **XXXXXX** with a roadmap of progressive learning conducted in 4 phases:

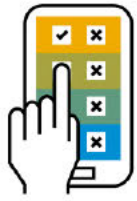| PHASE 1	PHASE 2	PHASE 3	PHASE 4
XXXXXX FOUNDATIONS	**XXXXX IMMERSION**	**SELLING XXXXXXXXXXX**	**XXXXXXXX SUPPORT**
ORGANIZATIONAL & FOUNDATIONAL KNOWLEDGE	PROCESS, MODELING & BEST PRACTICES	PRACTICE & APPLICATION	REINFORCEMENT
KNOW IT	**SHOW IT**	**DO IT**	**GROW IT**
This self-directed learning phase focuses on foundational concepts including product knowledge, process, systems and orients them to the **XXXXXX** culture.	This virtual learning phase focuses on process and best practice sharing through top performer and partner success stories and modeling.	This classroom learning phase enables learners to utilize case studies to execute key activities against of the **XXXXXX** sales process in a simulated environment.	This self-directed learning phase focuses on providing ongoing support as learners apply learning in their day-to-day activities.

[YEAR] Program Components
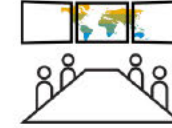
GLOBAL SALES ENABLEMENT PROGRAM ROADMAP

STAGE 2: NEW HIRES- Deliver certification program with a focus on end-to-end learning for new **XXXXXXXXXXXXXXXX.**

|	XXXXXX FOUNDATIONS	XXXXXXX MMERSION	SELLING XXXXXXXXXXX	XXXXXXXXXX SUPPORT
Method	Self Directed & Virtual Learning	Virtual Learning	Classroom Learning	Self Directed Learning
Timing	est. 12+ hours	est. 8+ hours	est. 3-4 Days	Post classroom- est. 3-6 Months
Course/ Content	**ORIENTATION** 1. Welcome to **XXXXX** 2. Delivering the **XXXXX** Experience 3. **XXXXX**: Executing the Deal 4. **XXXXXXXXXXXXXX** 5. Engaging with **XXXX** Sales **PRODUCT & INDUSTRY KNOWLEDGE** 6. Our Competitive Landscape & What Differentiates Us 7. Introduction to the **XXXXXXXXXXX** 8. **XXXXXXXXXX** Demo 9. Rates & Pricing **SALES SKILLS** 9. Delivering Dynamic Client Presentations: Telling the Story **SALES TOOLS & TECHNOLOGY** 10. **XXXXXXXXXXXX**	**SALES SKILLS** 1. A Day In the Life of an **XXXXXXXXX** 2. **XXXXXXXXXXXXXXX** 3. Positioning Personalized Insight: Success Stories **STRATEGIC PROSPECTING SKILLS** 4. Transforming Leads into Opportunity **PARTNER MANAGEMENT** 5. Capitalizing on Partnerships 6. Leveraging Your Internal Partners Series **SALES TOOLS & TECHNOLOGY** 7. **XXXXXXXXXXXXXXX**	1. Delivering the **XXXXXXXXX** 2. Knowing Our Clients, Positioning Our Solutions 3. Navigating the **XXXXXXXXXX** Sales Process 4. **XXXXXXXXX** 5. **XXXXXXXX** 6. **XXXXXXXXX** 7. Client Onboarding & Ramp Up	1. **LEADER-LED COACHING:** Client Meeting Observations and Onsite Coaching 2. **BUILDING A COMPREHENSIVE CLOSE PLAN** 3. **XXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXX** 4. **LEADER-LED NEW HIRE FORUMS** • Hot Topics • **XXXXX** • Closing the Deal • Partner Collaboration
Assess	Standard Reaction Survey Embedded Knowledge Checks	Standard Reaction Survey Online Exam	Standard Reaction Survey Final Role-Play Evaluation	None
Reinforce	Experiential Learning Checklist Regional Calls (Leader Led) Key Learnings on **XXXXXXX** Chatter	Experiential Learning Checklist Regional Calls (Leader Led) Key Learnings on **XXXXXXXXX**	Experiential Learning Checklist Regional Calls (Leader Led) Key Learnings on **XXXXXXXXX**	Key Learnings & Opportunities on **XXXXXXXXXXXXXXXXX**

Program Assessment Strategy

|	XXXXXXX FOUNDATIONS	XXXXXXXX IMMERSION	SELLING XXXXXXXXX	XXXXXXXXX SUPPORT
	Self Directed & Virtual Learning	Virtual Learning	Classroom Learning	Self Directed Learning
Level 1 REACTION	**L1: STANDARD EVALUATION** • Star Rating OR • 3 Questions	**L1: STANDARD EVALUATION** • Star Rating OR • 3 Questions	**L1: STANDARD EVALUATION** • Star Rating AND Classroom Evaluation	None
Level 2 KNOWLEDGE	**L2: ONLINE EXAM** • Knowledge Checks within courses • Online Exam at end of Program	**L2: ONLINE EXAM** • Online Exam at end of Program	None	None
Level 3 BEHAVIOR	**L3: EXPERIENTIAL LEARNING CHECKLIST** • **XXXXXX** Sales Process integrating **XXXXXX** Experience	**L3: EXPERIENTIAL LEARNING CHECKLIST** • Key client presentation prep questions • Key internal partnership questions during Sales Process	**L3: FINAL ROLE PLAY EVALUATION** • Observed evaluation of Sales Process integrating **XXXXXX** Experience at each stage	**L3: EXPERIENTIAL LEARNING CHECKLIST** • **XXXXXXXX** • Previous Checklists available
Level 4 ROI	**L4: METRICS** • Course Completion Reports • Learning Activity Reports	**L4: METRICS** • Course Completion Reports • Learning Activity Reports	None	**L4: METRICS** • **XXXXXXXXX** • Certification Designation Review Panel

Go Forward: Program Evolution

[YEARS]: XXXXXXXX GLOBAL ENABLEMENT SALES CERTIFICATION PROGRAM

- **STAGE 1 (YEAR): INCUMBENT STAFF**
  Deliver **XXXXX** Global Sales Enablement Curriculum with a focus on current performance gaps and opportunities.
- **STAGE 2 (DATE): NEW HIRES**
  Deliver **XXXXX** Global Sales Enablement Certification program with a focus on end-to-end learning for new **XXXXXXXXXX**.
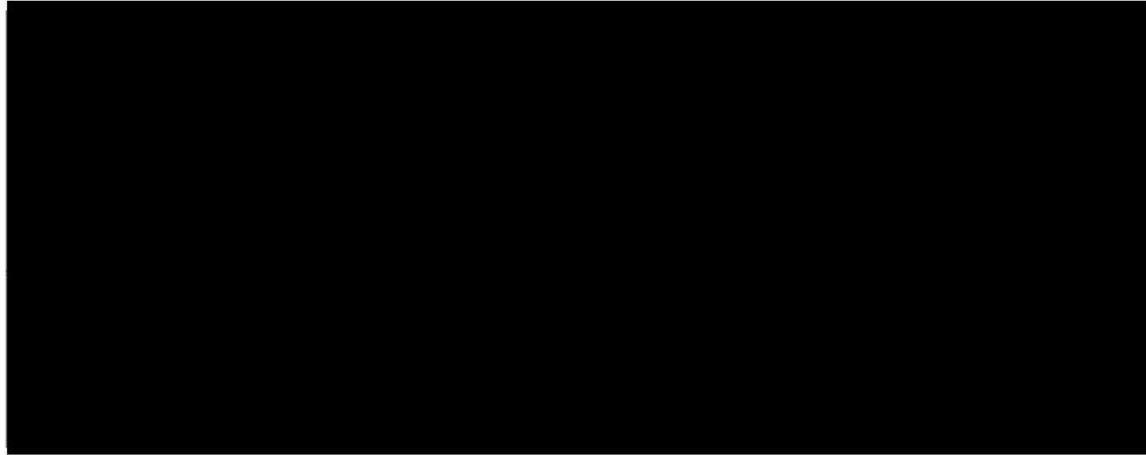
[YEAR] & BEYOND: GLOBAL XXXXXX DIGITAL SALES ONBOARDING PROGRAM INCLUSION

- Integrate **XXXXX** new hire content into each point of the NH program.
- Leverage embedded systems training.
- Tailor customer problem focused videos and case studies.
- Tailor case studies for classroom event which focuses on practice and application.
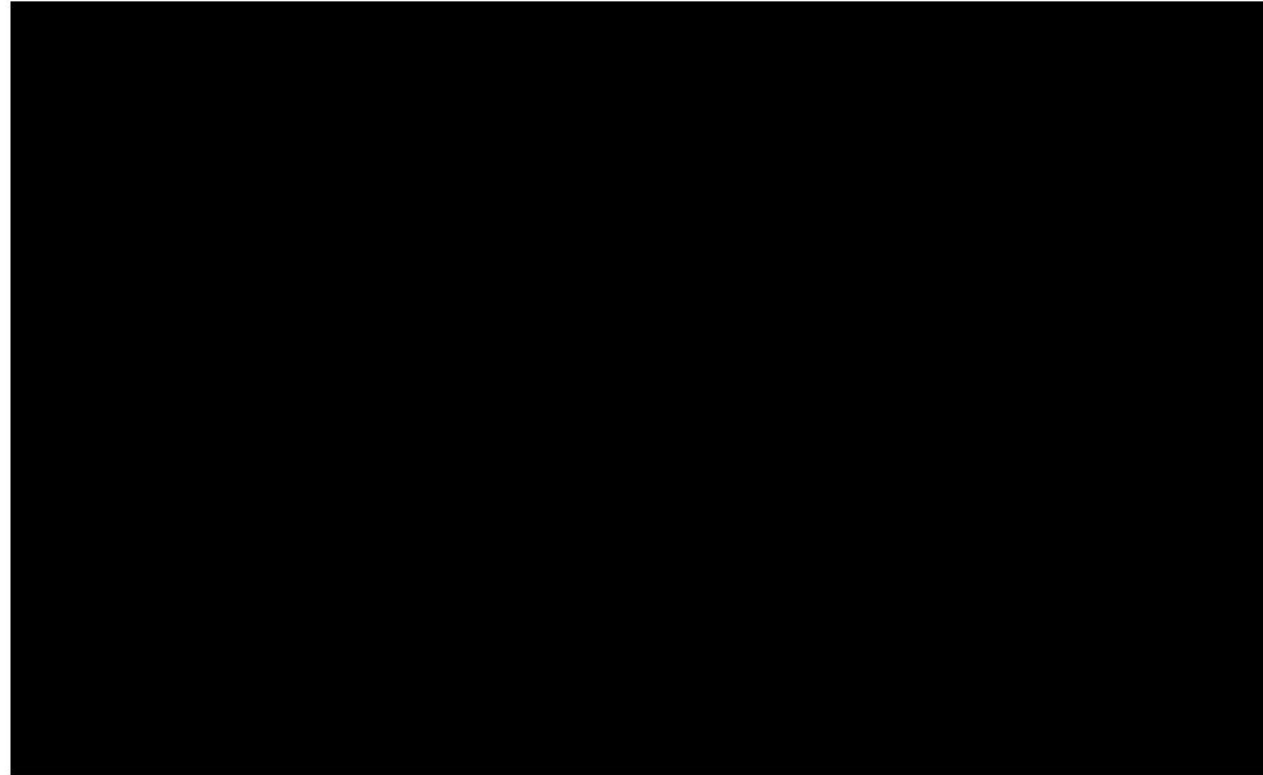
Change Management – Leadership & Engagement

Steering Committee – Meetings & Communications

[DATES]

Sign-off of Design, Development, and build of Global Sales Certification Program

- Remain informed and engaged
- Provide SMEs, resources, time/dates required, personal commitment
- Communicate ongoing commitment and importance of program

Certification Program – Global Launch Session(s)

[DATES]

Introduce/participate in delivery of launch session(s) setting expectations of and commitment to program

- Ensure your team's attendance and participation in Launch Session(s)
- Set expectations everyone required to engage in sales (on some level) differently
- Actively participate/lead Launch Session(s)

Certification Program – Implementation

[DATES]
[DATES]

- *Leadership* - Support sales teams to participate and complete program
- *Accountability* - Review Program assessments/ metrics and adjust address accordingly

- Encourage participants to complete program
- Enable/Encourage supervisors to perform/review Program Reinforcements
- Review Program metrics and hold self and team accountable for 100% completion
- Provide ongoing communication/commitment reinforcing behavior change regarding sales processes, partner/team relationships

NEXT STEPS
DESIGN & DEVELOPMENT OVERVIEW

1 SIGN OFF ON CURRICULUM ROADMAP

- Steering Committee Signs off on Roadmap Components and Outlines
- Approves identified SMEs designated against each learning asset

2 BUILD BLUEPRINTS FOR LEARNING ASSETS

- Instructional Designers work with Subject Matter Experts (SMEs) to develop course outlines
- Designated SME (SO) provides final sign off on design

3 BUILD LEARNING ASSETS

- Instructional designers build draft/prototype of learning assets
- SMEs participate in multiple content reviews
- Designated SME (SO) provides final sign off on final draft/prototype

4 TESTING & INTEGRATION

- Import and test learning assets in **XXXX**
- Review and test links/content in **XXXXX**

Thank you