

Experience and Services

Improving Sales Performance using Traditional Training and Web Conferencing

SERVICES

SALES OPERATIONS / PROCESSES

- Business Processes: Analysis, Design, and Documentation, for Pre-Sales and Post-Sales
- Document Methods and Procedures
- User Training and Documentation for Ordering Systems (Siebel, Proprietary), eProcurement, Portals, and Software

SALES FORCE DEVELOPMENT

- Job Skills - Performance Assessments/Evaluations
- New Hire Programs and Onboarding
- Program Design and Development
- Advanced Coaching Skills
- "Business Acumen for Sales People"

PERFORMANCE (COMPETENCY) TRAINING PROGRAMS

- Blended Approaches
- Align to the needs of the business
- Align to the desired behaviors and performance

Traditional and Virtual Classroom

- Training Needs Assessment & Evaluation
- Collaborate with Sales Management and SMEs
- Learning Objectives
- Instructional Design and Delivery
- Application Exercises
- Presentation Slides and Instructor Guides
- Train-The-Trainer
- Instructor (Facilitator) Evaluation
- Job Aids, Case Studies, Quizzes, Tests
- Certification Programs
- On-The-Job Training Processes
- Coaching Programs

For additional information, contact:

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EXPERIENCE

Experience with sales management, marketing management, direct sales force, indirect sales channel, sales call centers (inbound and outbound), service and operations centers, field technical services, and learning organizations for such companies as:

AT&T (U.S. and Int'l)

BellSouth

Nokia (U.S. & Finland)

The Great American

Cookie Company

ThinKnowledge Networks

Rich, Inc. (a Reuters co.)

Microsoft

Monster Worldwide

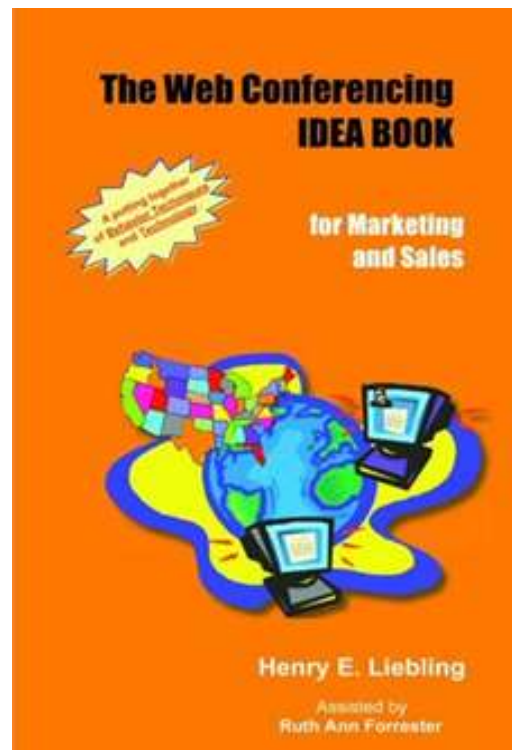
National Westminster Bank

The Equitable Group & Health

Insurance (Equicor/HCA)

Linkup Consulting (Australia)

The Home Service Store



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ACHIEVE THESE BUSINESS IMPACTS with WEB CONFERENCING

- Overcome distance problems
- Increase sales and grow your business
- Cut costs, increase productivity and efficiency, and enhance your image and reputation

WEB CONFERENCING SALES APPLICATIONS	
Customer-Facing <i>Field Sales and Inside Sales</i>	Sales Management, Sales Processes, and Collaboration
<p>Account Planning and Retention - collaborate with stakeholders and plan for the future</p> <p>Introductions – introduce yourself and your company</p> <p>Qualify before you arrive in person – (1) current customers on new services and products and (2) prospective customers</p> <p>Lead generation, discovery, solution selling, requirements (gather and verify requirements from stakeholders and users)</p> <p>Demo's – give virtual demos of your products, services, and solutions</p> <ul style="list-style-type: none"> ▪ Involve experts who are in other locations <p>Involve stakeholders – understand their success criteria, assumptions, and risks</p> <p>Presenting the solution</p> <p>Customer Education and Training – two types: (1) information-oriented and (2) applied learning</p>	<p>HQ and Field – with sales management, sales pursuit teams, and sales channel (resellers and distributors): collaboration, coordination, planning, evaluating, problem-solving, sales policies</p> <p>Regional Sales VP – with direct reports in other cities</p> <p>Technology – portals, social media, team workrooms, web applications, CRM, ordering systems</p> <p>Collaboration (1) among sales executives, managers, and consultants and (2) with Marketing</p>
	Training, Coaching, and Performance Improvement
	<p>Blended Learning – virtual classess (on selling skills and leadership development) supplement and support traditional classroom and eLearning</p> <p>One-On-Ones</p> <ul style="list-style-type: none"> ▪ Sales managers with sales people – selling skills, funnel, and activity standards ▪ Sales executives with sales managers – strategies for increasing revenue, performance improvement skills <p>Short Refresher Classes – taught by sales training instructors, SMEs, managers, and systems</p> <p>Leverage Talent – a sales manager with a particular specialty shares his or her talent with people in other districts and offices</p>

EXPERIENCE HIGHLIGHTS

Sales of Training Projects and Programs, Client Relationships, Project Management, Assessments, Design, Development, and Evaluation

New Hire Training Programs covering such content as: company history, vision, and goals; products and services (technology, features, benefits, impact to a customer's business, target customers, positioning, qualifying, pricing, identifying opportunities); customer research; sales process; systems and portal training; ordering process; CRM; competitive intelligence; and more.

New Product Training – Cloud Services, Hosting Services, Application Services, MPLS networks and VPNs, Line of Business Mobility Applications, Managed Groupware, Managed Security, Language Line, Long Distance Calling Cards, Product Bundles, .

Sales Specialist Certification Program for channel partner sales people. Conducted interviews of company owners of reseller companies, developed the course, and delivered the pilot.

Sales Channel and Joint Account Planning AWARD. Was key member on team that won Second Place Honors (more than 350 entries) for the Best Distance Learning Program in Corporate America.

Reseller Training. Developed new product training programs that were delivered using **Large Room Videoconferencing** systems.

Business Acumen Training Program for Sales People, including 13-week skill development coaching program.

Sales Coach Advanced Training: Coaching and Motivating to Improve Sales Rep Performance. 20+ Call Centers.

Sales Manager Guide (245 pages).

Sales Manager Training – analysis of sales funnel and sales activities.

Employee Involvement Program for front-line employees.

Multi-Media – Wrote scripts and content and worked closely with company owner and multimedia consultant to create CD-ROMs designed for product sales.

Sales and Implementation Processes to sell and implement Call Center Solutions.

Culture Change, Leadership Development, and Employee Involvement (25+ sales call centers).

Retail Store Manager Train-the-Trainer Certification Program (covering sales, products, and operations).

New Product Development Process ("Stage-Gate") – documentation and training of marketing management and cross-functional members in managed services environment.

Opening a 24x7 Operations/Call Center for NYC-based regional bank. Classroom and On-The-Job Training. Curriculum: Monitoring Automated Teller Machine network, dispatch, and handling incoming customer calls.

For Wall Street Trading Floor Systems Integrator - Customer Survey project followed by Customer Service Training Program for Technicians and Engineers.

Customer Service Training and Systems Training for a national home improvement services company.

Former Sales Administration / Customer Service Manager (one of the MoreVirtual principals, manufacturing) and **Former Sales Office Administrator and Sales Office Training Program Manager** (one of the MoreVirtual principals, insurance).

EXPERIENCE with:

- Q2 Learning
- Acclivus Corporation (R3 sales methodology)
- Axiom Sales Force Development (consultative selling)
- The Ken Blanchard Company
- Gordon Graham and Company
- The Pacific Institute (Lou Tice)
- Wilson Learning (consultative selling)