

WirelessWorks

Sales Coaching Training Solution

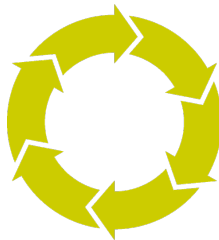


Program Objectives

- To create a intuitive, sales-driven culture within the CRC – where core SaskTel values are emphasised, and enhancing the customer experience is balanced with driving revenue growth.

Solution

- A 360° learning program that solidifies operational processes, instills proven training techniques, and progressively builds the knowledge base.
- Participants emerge leaders; equipped with the skills to successfully coach sales teams.



Program Execution

- Participants are engaged in a nine-month training program that includes a series of learning activities designed to provide a progressive, hands-on learning experience.
- Instructor-led sessions, dedicated e-learning courses, workshops and on-the-job training are among the assets available for enrolled participants.



Step One: Program Kickoff

Inspire excitement and engagement by highlighting the personal and organizational benefits of the program.

- Introduce the program and launch the Coaching Dashboard
- The dashboard is an organized destination for program communication and interaction
- Personalized progress updates, e-learning, and ongoing feedback provides a centralized resource for participants



The Coaching Dashboard – click to view larger

Step Two: Establish a Common Understanding

Prepare participants for the program by providing a basic overview of SaskTel's definition of Solution Sales.

- Set the focus on Solution Sales with a single minded value proposition around SaskTel solutions with an e-learning course that can also be extended to all Reps



Step Three: Coaching Fundamentals

Provide participants with a foundation of sales coaching skills, enabling them to improve the performance of front line reps and drive revenues.

- Facilitate a classroom session that focuses on sales coaching techniques including observing and assessing performance, providing constructive feedback, demonstrating behaviours and motivating team members.
- The fundamentals are explored in combination with existing SaskTel values and behaviours, to drive service excellence and sales revenues



Step Four: Apply Key Principles

Provide participants with an interactive learning experience that reflects their individual performance and promotes growth.

- Facilitate a series of monthly workshops that focus on key sales skills and techniques for coaching these behaviours. In addition to interactive exercises, on-the-job training component is integrated into the workshops to drive accountability and provide opportunities for feedback and self-assessment



Step Five: Feedback and Continuous Learning

Provide participants with opportunities to apply and build on their knowledge, skills and attitudes, enabling sustainable growth and development.

- Incorporate on-the-job training scenarios, thereby ensuring the correct application of procedure in real-world environments. Behaviour and real-time decisions naturally become resonant, intuitive and reliable



Step Six: Sustainability

Incentive and measurement tools drive engagement – creating sustainability beyond the program.

- By implement sales-growth tools at key intervals throughout the program, managers are encouraged to apply new behaviours, inspiring motivation to learn beyond their required assignments



Step Seven: Measure and Refine

Measure program and learner performance against business objectives in order to drive continuous improvement.

- Collaborate on a Program Scorecard and schedule Quarterly Business Reviews to assess and refine the program tools, tactics and execution, as required

