Strategy to Revenue

eLearning Skills Library

A comprehensive library of eLearning modules
for Salespeople and Sales Leaders

A member of

aps
ASSOCIATION OF
PROFESSIONAL SALES

Introduction

The $2.5bn global sales training market focuses on advanced sales processes, CRM introduction and Sales Enablement Automation. But what about the core skills your sales teams need to be successful?

You can now refresh the capability of your team with the STR Skills Library, part of the award winning STR learning journey towards successful selling.

We have created a library of over 70 short, easy to use eLearning modules (which we call On-Screen Activities or OSAs) that cover key topics for Outside Sales, Inside Sales, Key Account Managers and Sales Managers. Couple these with your own training workshops to build a sales academy for your organization.

Each OSA is self contained. A single OSA can be used to gain specific skills or knowledge in a particular area, or a series of OSAs can create a tailored learning journey.

Each OSA takes approximately 15-20 minutes to complete and each learner can complete the learning in a time that suits their own personal style. The entire Skills Library therefore provides about 24 hours of 'learning time' (and we're adding new OSAs all the time!).

Packaging Options

The Skills Library eLearning modules can be accessed by licence for a certain amount of time (e.g. annual licences) or on a pay-per-usage basis with an upfront integration fee. Alternatively, you can access the entire library with an Enterprise-wide unlimited use licence, or to a selected group of OSAs, targeted to a specific need. To make sure the OSAs meet your exact needs, they are available in three ways:

1. The 'standard' STR version, using our colors and branding
2. A 'white labelled' version, where we change the OSAs to use your colors and branding
3. A 'fully customized' version, where we alter the actual content to meet any specific needs you have, for example by using your corporate language, processes or style

"Sales reps who receive just three hours of coaching a month exceed their goals by 7%, boosting revenue by 25% and increasing the average close rate by 70%."
Corporate Executive Board

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2016 BRONZE STEVIE® WINNER
FOR SALES & CUSTOMER SERVICE

SOCIAL SELLING

Packaging Examples

Standard STR Branded OSA

- STR logo and corporate colors
- STR tone of voice and terminology
- US spellings throughout

'White labelled' OSA

- Your logo and corporate color in header
- STR tone of voice and terminology
- US spellings throughout

Customized OSA

- Your logo and corporate color in header
- Your process and terminology
- US or UK spellings as required
- Local language versions if required

Hosting

The content chosen for licensing can be hosted by STR on the award winning STR SKILLbuild Platform with LMS integration if / as required or individually SCORM wrapped to be embedded into any mainstream LMS.

Bespoke (or custom built) eLearning development

Specific topics that you might need in addition to the existing Skills Library can be easily created to suit your requirements. If you need something that isn't already in the Skills Library – just ask. The STR Learning and Development team can create new material using our subject matter experts (or information you supply) combined with our in-house instructional design expertw.
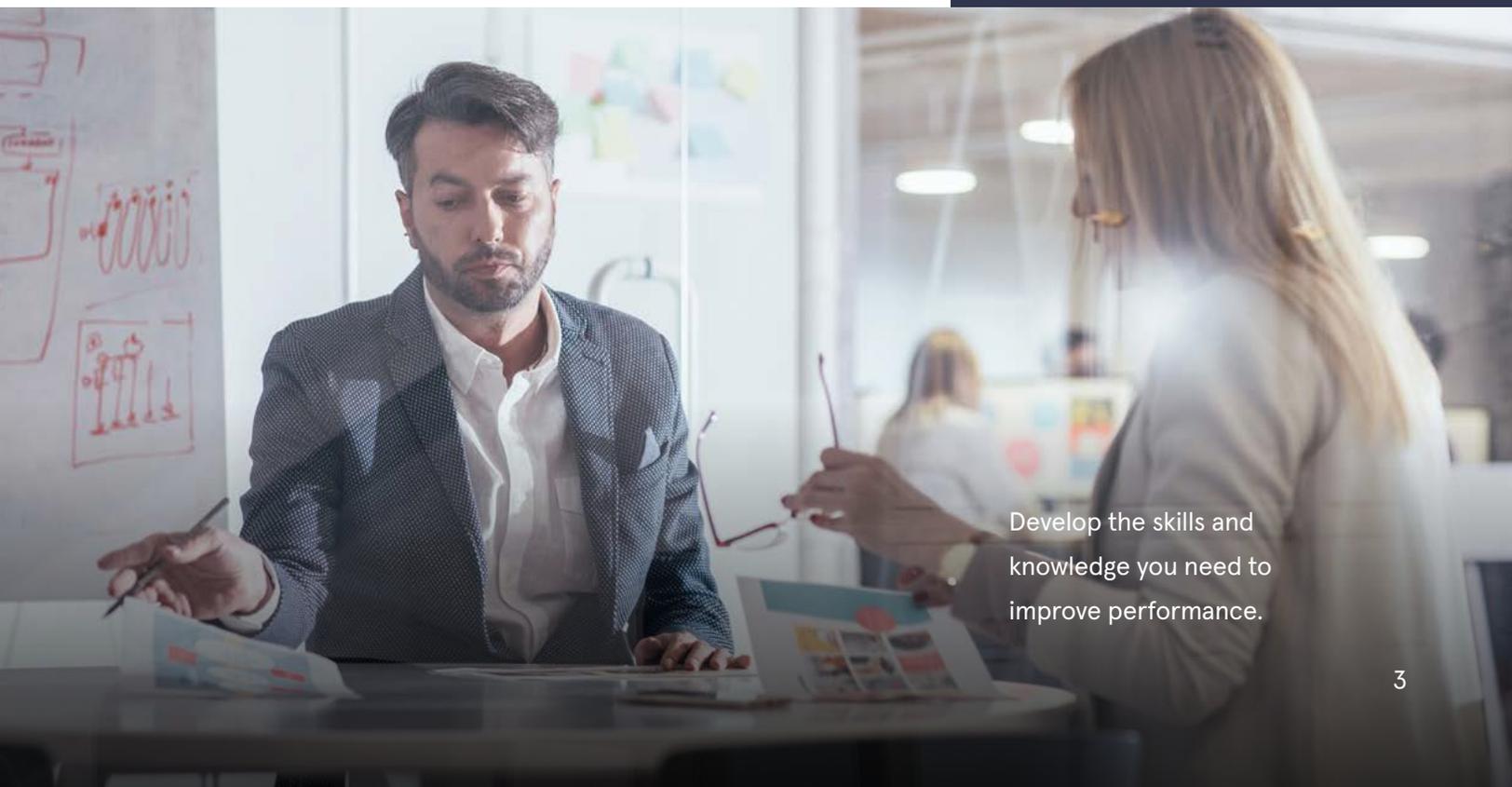
Develop the skills and knowledge you need to improve performance.

eLearning Skills Library for Salespeople

(in alphabetical order)

#	Title	For	Description
1	Account Planning 1: The Customer's Business Profile	OSR, KAM	The importance of strategic account planning, leading to increased sales opportunities and the business drivers that impact the customer's business and help identify where you can add value.
2	Account Planning 2: Key Relationships	OSR, KAM	The relationships you must develop within your customer's organization in order to sell strategically. Identifying the individuals who directly or indirectly influence a decision to buy.
3	Account Planning 3: Competitive Landscape	OSR, KAM	Understanding the competitive landscape within which your organization operates. It focuses on how to analyze this landscape to increase sales opportunities.
4	Account Planning 4: Capabilities and Resources	OSR, KAM	How your capabilities and resources deliver measurable value for your company and your customers. Develop a solution that addresses the customer's current or emerging business drivers.
5	Behaving Assertively	OSR, ISR, KAM, SM	Assertiveness – what it is and what it takes. We look at several basic types of behavior, and why assertive behavior is usually the most appropriate.
6	Being Coached	OSR, ISR, KAM, SM	Your role of 'coachee'. We explore the advantages of coaching and give you a model for describing personalities that can be useful in your interactions with your manager.
7	Building the Millennial Sales Team	KAM, SM	What research tells us about millennials, and some suggestions on how to build a millennial sales team. Why it's worth your time to consider what's different about millennials.
8	Building Trust and Engagement with Customers	OSR, ISR, KAM	Trust and rapport and how to build them. What we mean by trust and rapport. Basic rapport building skills and why it is becoming more important to consciously build trust with your customers.
9	Business Acumen	OSR, KAM	How to 'sell on value' rather than on product benefits or price. What is your customer's business, and what pressures does it face? Where does your solution deliver value in the customer's business?
10	Business and Financial Acumen	OSR, KAM	How to 'sell on value' rather than on product benefits or price. Compared to Business Acumen, this OSA has more detail about Profit and Loss and Balance Sheets.
11	Closing Skills	OSR, ISR, KAM	How to improve your closing skills. We look at when to close and we give you some different techniques to use in order to close the deal with the customer.
12	Communication Skills	OSR, ISR, KAM, SM	Communication skills: telephone, face-to-face, written and verbal. We explore non-verbal communication, listening, asking questions, using email and effective writing.
13	Consultative Selling Skills	OSR, ISR, KAM	How you can sharpen up your questioning and information gathering techniques to better understand your customers' business drivers and match your solutions to them.
14	Customer Loyalty	OSR	Customer loyalty, how to increase it, and the benefits of influencing customers' buying behaviors. Seven key ways to increase customer loyalty.
15	Deciding Where to Hunt	OSR, KAM	How to manage and grow your portfolio of customers despite the challenge of having limited time. The 80/20 rule. How to identify customers with the highest potential.

KEY: **OSR** – Outside Sales Rep **ISR** – Inside Sales Rep **KAM** – Key Account Manager **SM** – Sales Manager

#	Title	For	Description
16	**Effective Team Meetings**	OSR	The factors that contribute to a team meeting's effectiveness. Five 'golden rules' to promote effective team meetings. Some potential pitfalls as well as some strategies for avoiding or dealing with them.
17	**Forecasting**	OSR, KAM	The information you need to make accurate sales forecasts. Why an accurate sales forecast is so important to a company and how to review and update a sales forecast.
18	**Gaining Access to Senior Management**	OSR, KAM	Gain access to executives within the companies you want to sell to. Three recognized ways to make contact. Preparing an effective agenda for a sales meeting and the elements it should include.
19	**Handling Objections**	OSR, ISR, KAM	Practical aspects of handling customers' objections. Preparing for and preempting objections. Distinguishing between questions and objections. Identifying various types of objection.
20	**Having Difficult Conversations with Your Customers**	OSR, ISR, KAM	Ways to approach difficult conversations. How to best deal with the four main work personality types. How to manage a conflict toward a resolution.
21	**Identifying a Solution**	OSR, KAM	How to provide the customer with a vision of what the future could look like, and convince them to accept that your solution provides the value they need.
22	**Implementation**	OSR, KAM	Implementation – the last stage of the sales process. The role the salesperson plays during implementation. Five measures the salesperson can take to help implementation go smoothly.
23	**Making the Business Case**	OSR, KAM	How to make a business case. What it is and how to create it.
24	**Managing A Remote and Virtual Team**	OSR, KAM	The skills required to successfully manage remote and virtual team members. Six key principles to managing a remote and virtual team. The mindset that you need to adopt.
25	**Managing the Pipeline**	OSR, KAM	The benefits to the business of using the Sales Pipeline. 'Best practices' for pipeline management. The warning signs the pipeline can reveal.
26	**Managing Working Capital**	OSR, KAM	The two most important factors in the success of a business. The Return on Working Capital (ROWC) model, its metrics, and its calculation.
27	**Mapping Value**	OSR, KAM	What value means to different stakeholders, and how you can show the maximum value to the key stakeholders. How to use the benefits that your capabilities and solutions create.
28	**Maximizing Gross Margins**	OSR, KAM	Some of the foundational metrics in the ROWC model. What is contained in an Income Statement. Definitions of Gross Margin, Blended Gross Margins and Cost Structure.
29	**Negotiation**	OSR, ISR, KAM	What negotiation is and when it should be used. How to negotiate effectively. Key styles of negotiation. A basic negotiation framework. How to deal with customer tactics and roadblocks.
30	**Opportunity Management**	OSR, KAM	The rationale for opportunity management. Five key aspects of opportunity management. How to select which opportunities to review. Developing a winning approach. Action Planning.
31	**Pre-Call Planning**	OSR, ISR, KAM	Why some salespeople don't always plan for sales calls. How planning may in fact give a competitive advantage. How to write an effective sales call plan.
32	**Presentation Skills**	OSR, KAM	The tasks, skills and techniques you and your sales team use in planning, building and delivering a presentation. Planning and preparation. Content, structure, flow and visuals. Delivery.

#	Title	For	Description
33	Qualification	OSR, KAM	How to qualify opportunities, and verify where your customer is in their buying process before moving to the next stage of the sales process.
34	Questioning Skills	OSR, ISR	The basic question types (open, closed and so on). How using different question types doesn't necessarily elicit the response it is supposed to. Eight tips for more effective questioning.
35	Researching Key Customers	OSR, KAM	How to increase your efficiency and win more customers by researching your key customers before engaging with them.
36	Selling Across Cultures	OSR, ISR, KAM	Increase the effectiveness of your business communications across cultures. Four types of organizational cultures you are likely to encounter. How to communicate better with different cultures.
37	Social Selling	OSR, ISR	How to use social selling to streamline and accelerate the sales process. The most impactful way to establish your online presence. How to use social networks to research customers and prospects.
38	Storytelling	OSR, ISR, KAM	How to use storytelling to grab attention, and move the sales process along. What makes storytelling such a powerful tool. How to structure an effective story.
39	Succeeding in Corporate Culture	OSR, ISR, SM	How someone who is a millennial could make the most of their current position in a corporation. How to create a great working relationship with your boss. Errors that can cost you your success.
40	Telephone Selling Skills (specific to ISR's)	ISR	How to use the phone when selling. Build a greater rapport with your customer. Approach a call (your mindset). Effectively use your voice. Make the most of your script. Engage in active listening.
41	Telephone Selling Skills	OSR, KAM	Build a greater rapport with your customer. Approach a call (your mindset). Effectively use your voice. Make the most of your script. Engage in active listening. Make more successful cold calls.
42	The Buying Cycle	OSR, ISR	The Buying Cycle, and what the customer is doing at each stage. How to formulate 'customer-centric' questions.
43	The Sales Process	OSR, ISR	Each stage in the process, and how it aligns with the Buying Cycle customers go through. What you can do to help your sales call move to a successful conclusion.
44	The Value Matrix	OSR, ISR	The two key things to consider when managing your portfolio – customer performance and value. How a customer's or prospect's position on the Matrix should drive the nature of your activity.
45	The Value Proposition	OSR, ISR	Value Proposition and the Executive Presentation. How a Value Proposition should be structured. Executive Presentation pitfalls. Structure and format of an Executive Presentation.
46	Time Management	OSR, ISR	The pressures on salespeople, and the importance of prioritizing your workload effectively. Techniques for prioritizing tasks. Strategies for coping with conflicting demands.
47	Understanding People Groups and Organizations	OSR, KAM	The benefits and mechanics of selling in complex situations. Decision-making groups, the roles of individuals within them, and how to identify and work with stakeholders.
48	Understanding Value	OSR, ISR, KAM, SM	Sell to the customer on value rather than on price or on product features. How selling value differentiates you from the competition, and enables a benefits-based sale rather than a cost-based sale.

eLearning Skills Library for Sales Leaders

(in alphabetical order)

#	Title	For	Description
1	Behaving Assertively	SM	Assertiveness – what it is and what it takes. We look at several basic types of behavior, and why assertive behavior is usually the most appropriate.
2	Being Coached	SM	Your role of 'coachee'. We explore the advantages of coaching and give you a model for describing personalities that can be useful in your interactions with your manager.
3	Building the Millennial Sales Team	SM	What research tells us about millennials, and some suggestions on how to build a millennial sales team. Why it's worth your time to consider what's different about millennials.
4	Building Trust and Engagement with Your Team	SM	Trust and rapport and how to build them. What we mean by trust and rapport. Basic rapport building skills and why it is becoming more important to consciously build trust with your team.
5	Communication Skills	SM	Communication skills: telephone, face-to-face, written and verbal. We explore non-verbal communication, listening, asking questions, using email and effective writing.
6	Effective Coaching with TGROW	SM	The role as Coach (Manager of salespeople). Using the coaching model TGROW to coach your team. The key skills and attributes needed to coach your team effectively.
7	Effective Coaching with TGROW (for Call Center Managers)	SM	The role as Coach (Manager of salespeople). Using the coaching model TGROW to coach your team. The key skills and attributes needed to coach your call center team effectively.
8	Effective Team Management	SM	Manage a team effectively and the need for a vision. How to plan to achieve the vision. Role clarity and norms, we look at the Tuckman model. Plus, team meetings and delegation.
9	Forecasting	SM	The information you need to make accurate sales forecasts. Why an accurate sales forecast is so important to a company and how to review and update a sales forecast.
10	Having Difficult Conversations with Your Team	SM	Ways to approach difficult conversations. How to best deal with the four main work personality types. How to manage a conflict toward a resolution. Some strategies for handling difficult conversations.
11	Joint Visits and Calls	SM	Joint visits and calls by the manager and the salesperson. Why they are useful. The process for making joint visits and calls. How to give effective feedback after a joint visit or call.
12	Leading, Managing and Coaching Styles	SM	Effective leadership or management is vital. Some styles you should consider using. When and how to use each style.
13	Leading, Managing and Coaching Styles (for Call Center Managers)	SM	Effective leadership or management is vital. Some styles you should consider using. When and how to use each style.
14	Managing the Pipeline	SM	Make the most of what the pipeline can tell you. How to use the sales pipeline to increase your sales. 'Best practices' for Pipeline management. Warning signs the pipeline can reveal.
15	Managing with KPIs	SM	KPIs: what they are, and what they can tell you about how to improve your team's performance. Some ways in which KPIs can suggest topics on which to coach.

KEY: **SM** - Sales Manager (or Sales Leader)

#	Title	For	Description
16	**Managing Your Remote and Virtual Team**	SM	The skills required to successfully manage remote and virtual team members. Six key principles to managing a remote and virtual team. The mindset that an effective manager needs to adopt.
17	**Opportunity Management**	SM	The rationale for opportunity management. Five key aspects of opportunity management. How to select which opportunities to review. Developing a winning approach. Action Planning.
18	**Presentation Skills**	SM	The tasks, skills and techniques you and your sales team use in planning, building and delivering a presentation. Planning and preparation. Content, structure, flow and visuals. Delivery.
19	**Side-By-Side (for Call Center Managers)**	SM	Side-by-side coaching, where a manager listens in to a salesperson's call, then gives feedback. The process for side-by-side coaching sessions. How to give effective feedback.
20	**Succeeding in Corporate Culture**	SM	How someone who is a millennial could make the most of their current position in a corporation. How to create a great working relationship with your boss. Errors that can cost you your success.
21	**Talent Management**	SM	How to recruit and retain a talented team. What talent management is. The five elements of talent management.
22	**The Effective Call Flow (for Call Center Managers)**	SM	How the call flow mirrors a standard Sales Process. Each stage in the flow and how it aligns with what the customer is experiencing. A diagnostic tool to determine how to help coach salespeople.
23	**The Effective Manager**	SM	Your five roles as Manager, Leader, Coach, Trainer, and Recruiter. The role which has the most impact on your team's success. The ongoing activities that managers must engage in to be effective.
24	**The Effective Manager (for Call Center Managers)**	SM	Your five roles as Manager, Leader, Coach, Trainer, and Recruiter. The role which has the most impact on your team's success. The ongoing activities that managers must engage in to be effective.
25	**The Manager's Review Cycle**	SM	The rhythm of the Sales Manager's activities. How to create a rhythm for your existing activities that can put you in control of your day.
26	**The Manager's Review Cycle (for Call Center Managers)**	SM	The rhythm of the Sales Manager's activities. How to create a rhythm for your existing activities that can put you in control of your day.
27	**The One-to-One Coaching Session**	SM	The three stages of the coaching session. Review Action Plans and results from previous One-to-One Coaching Sessions. Prepare for the One-to-One Coaching Session. Conduct the Session.
28	**The One-to-One Coaching Session (for Call Center Managers)**	SM	The three stages of the coaching session. Review Action Plans and results from previous One-to-One Coaching Sessions. Prepare for the One-to-One Coaching Session. Conduct the Session.
29	**Time Management for Managers**	SM	The pressures on sales managers, and the importance of prioritizing your workload effectively. Strategies for prioritizing tasks. Strategies for coping with conflicting demands.
30	**Understanding Value**	SM	Sell to the customer on value rather than on price or on product features. How selling value differentiates you from the competition, and enables a benefits-based sale rather than a cost-based sale.

What next?

Select eLearning modules from our growing library or take an Enterprise licence to have the whole library added to your curriculum. The STR Skills Library is available on its own, as part of the award winning STR SKILLbuild Platform or as part of the STR integrated Discovery and Sales Learning Journey. Discuss integrating Skills Library eLearning modules with specific existing eLearning assets or creating new eLearning modules with our Learning and Development team.

Your sales operation will benefit from reinforcing the basic skills needed for success.

To learn more about the STR Skills Library and arrange a proof of concept and planning session, send an email to sales@strategytorevenue.com

"Investing in Sales Managers Improves Quota and Revenue Attainment as Well as Win Rates."

CSO Insights

Visit our website to find out more about what STR can offer.
www.strategytorevenue.com