

The logo for Axiom features the word "AXIOM" in a white, sans-serif font. The letter "O" is replaced by a blue circle with a white center, and a blue line extends from the top of the circle to a smaller blue circle above the letter "I".

AXIOM™

ENLIGHTENED LEARNING.
INSPIRED SELLING.

The Learning Sales Organization

A Compelling Alternative to Traditional Sales Training

Questions

- Are you planning a sales training initiative for 2016?
- Do you have a coaching initiative planned for 2016?
- Do you presently use your CRM as a sales learning platform?

Mission

Elevate the sales profession by leading a learning and coaching revolution.



Agenda

- Definition
- Benefits
- Three Milestones
- Self Assessment
- Q&A



What is a Learning Organization

A **learning organization** is the term given to a company that facilitates the learning of its members and continuously transforms itself.

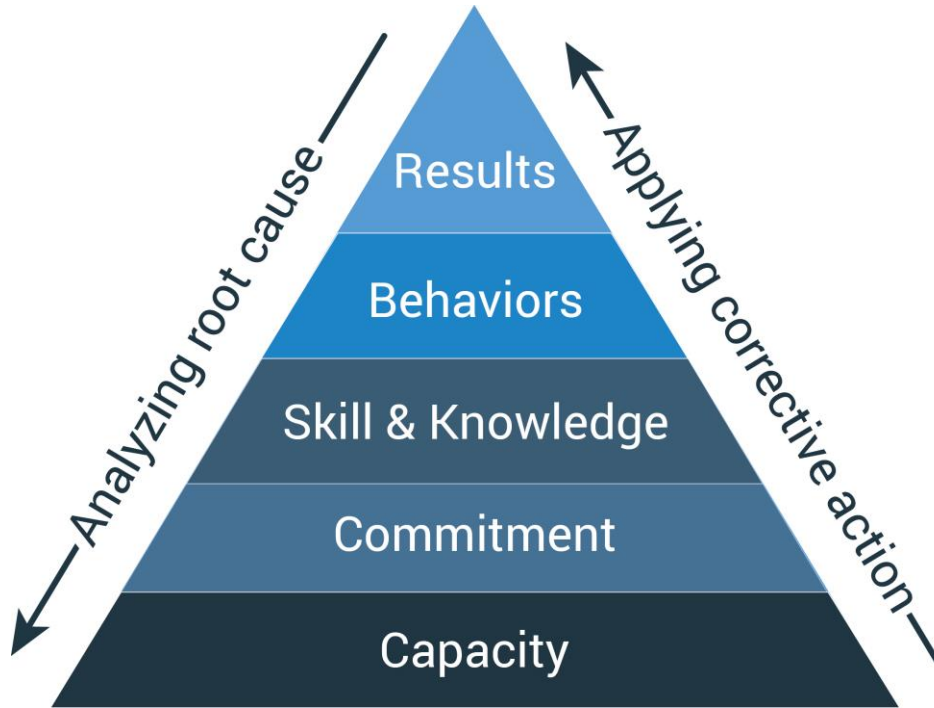
- systems thinking
- personal mastery
- mental models
- shared vision
- team learning

https://en.wikipedia.org/wiki/Learning_organization

What is a Learning Sales Organization

- Learning is a priority
 - Measurement
 - Investment
 - Strategic plan
- Learning is continuous
- Learning is integrated into business cadence

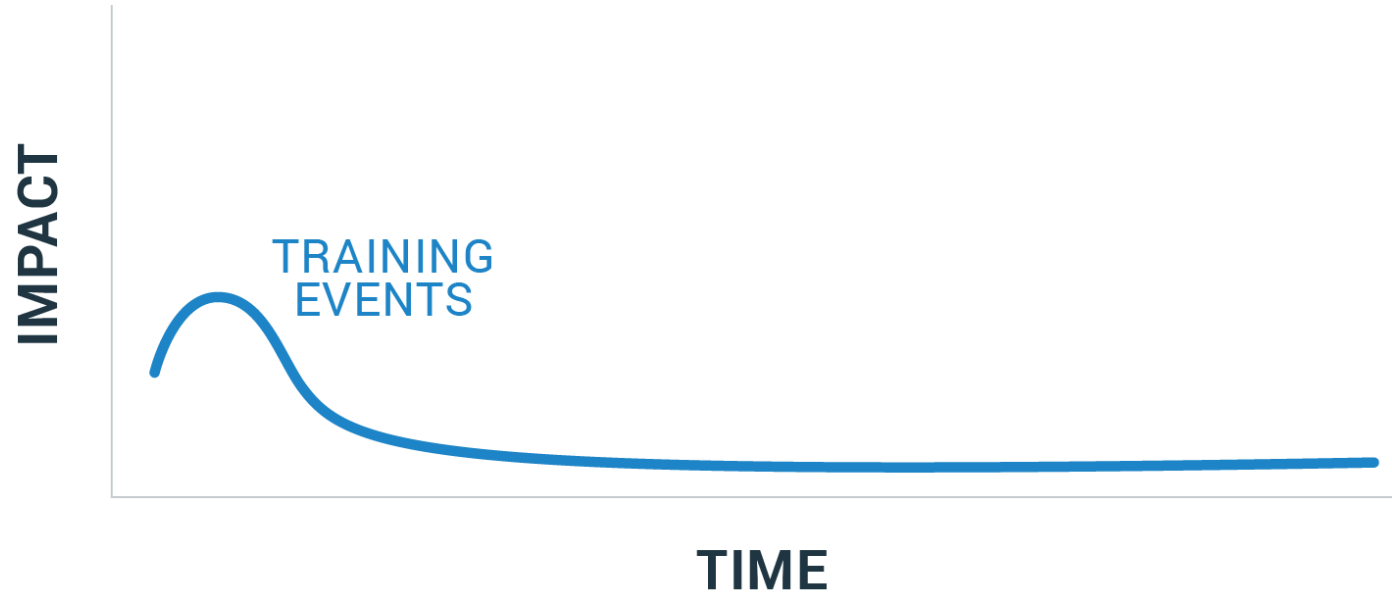
Why Continuous Learning



Selling is performance profession

- Greater performance impact
- More cost effective
- Quicker to adapt
- Attract and retain talent

Events Yield Limited Impact

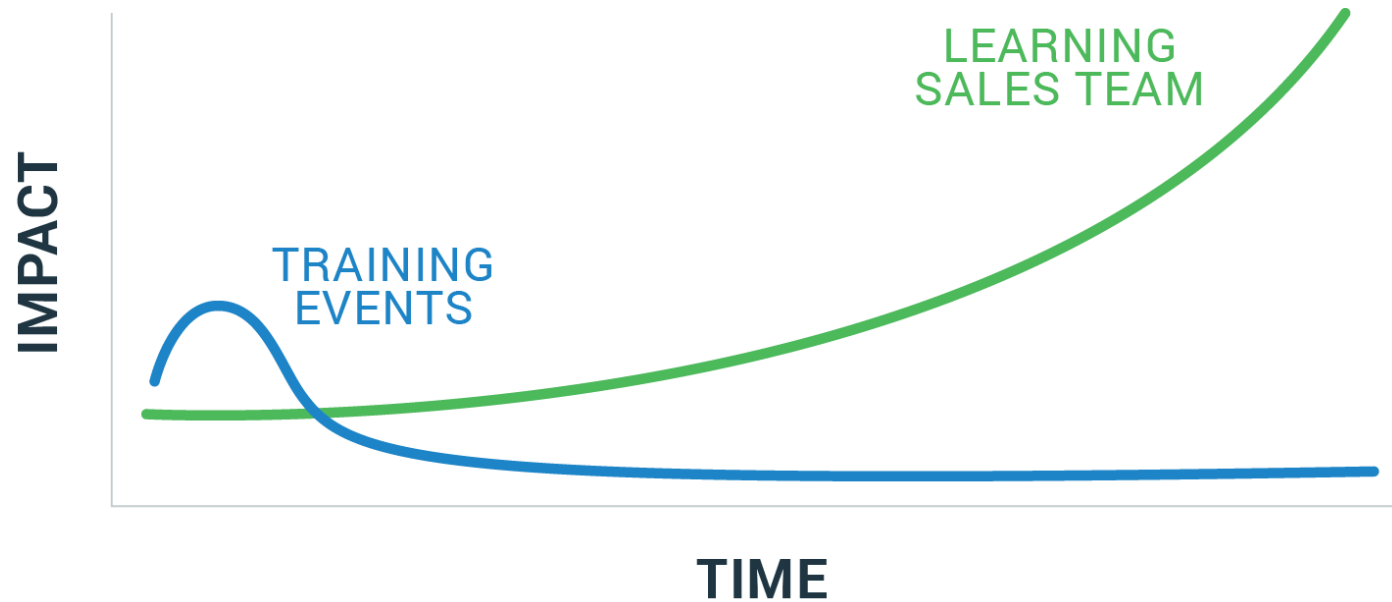


Why Continuous Learning Works



Traditional training events don't allow participants to complete the learning cycling for adopting new behaviors.

Continuous Learning AND Impact



Three Milestones for Developing a Learning Sales Organization



- Commitment
- Curriculum
- Technology

Milestone #1 Securing Commitment

- Link to broader business objectives
- Clear vision, mission
- Establish budget
- Consensus on roles, responsibilities
 - Learner
 - Coach
 - Leader
 - Instructor
 - Developer



Milestone #2 Curriculum

- Shift development paradigm
- Micro learning
- Skills vs. knowledge
- DIY vs. outsourcing



Milestone #3 Enabling Technology



- Integrate into CRM
- Beyond LMS – "In Line Learning"
 - Trigger
 - Deliver
 - Enable
 - Measure
- Examples















Smith Properties is opening 11 new data centers in the southern region over the next 18 months. This opportunity highlights the first 3 that are going to be constructed in 2014. There is a separate opportunity for the other 7 in 2015. mobile iPad tablet

 <p>John Smith Role Sales Rep Coach Charlie Boyd</p>	<p>Amount USD 350,000.00</p>	<p>Opportunity Stage Proposing Days In Stage: 412</p>	<p>Close Date Apr 15, 2016 Days Until Close: - 25</p>	<p>Opportunity Age: 826 Days Since Last Update: 1</p>	<p>Changes to Close Date: 13</p> <p>Win Probability 50% 27% ↑ 25% 75% Bad Good</p>
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 **Quick Edit**  **Coach**

 **Evaluators & Relationships** 

 **Decision Stages - Danger Zones - Activities**

 Decision Stages   	 Danger Zones 	 Activities New Action  
Event Time Frame Action	Description Action	Action Required Assigned To Evaluator Due 
<input type="checkbox"/> Implementation (Kick-off) Apr 15, 2016	<input type="checkbox"/> Edward King is a High Influence Quality Evaluator.	<input type="checkbox"/> Follow-up meeting with James John Smith James Furness Mar 23, 2016
<input type="checkbox"/> Decision Granted Mar 18, 2016 	<input type="checkbox"/> Patricia Norbitt is a High Influence, Low Quality Evaluator.	<input type="checkbox"/> Qualify Meeting with Edward King John Smith Edward King Mar 11, 2016
<input type="checkbox"/> Presentation Jan 15, 2016	<input type="checkbox"/> Jim Leonard (Business State Processes)	<input type="checkbox"/> Review Pilot Metrics and Control Groups Brett Wise James Furness Feb 25, 2016
<input type="checkbox"/> RFI Response Dec 18, 2015	<input type="checkbox"/> Edward King (Business State - Processes)	
	<input type="checkbox"/> Patricia Norbitt is in a CE Role without a matching Criteria.	
	<input type="checkbox"/> Patricia Norbitt is in a PT Role without a matching Criteria.	

Seller sees low probability and opportunity to improve


Show Feed

Smith Properties Data Communications Smith Properties

Client's Name



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Smith Properties is opening 11 new data centers in the southeastern region over the next 18 months. This opportunities highlights the first 3 that are going to be constructed in 2014. There is a separate opportunity for the other 7 in 2015. mobile iPad tablet



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 Quick Edit



 Coach



 Evaluators & Relationships 

 Decision Stages - Danger Zones - Activities

 Business State & Gaps 

 Current P/S/C/F 

 P/S/C Criteria 

 Financial Criteria 

Appropriate learning, available at the point of need

Business State & Gaps

Last Updated: July 15, 2014

Overview

What is it?

- The current condition of the organization and any differences between where they are now and where they want to be.
 - Each entry in this section must be tied to one of the areas on the outer two rings of the Business Foundation Wheel. Use the **Area** dropdown to make your selection.
 - For each business issue you record, enter a brief description, the PIERS area it impacts, and known numerical gaps (the difference between where the organization is now and where they want to be).



Why do we need it?

- Gathering information about the organization's business state and gaps (**Description**) helps you identify the customer's driving business issues. This helps you identify opportunities where our products and services can solve known customer business issues.
- Gathering information on PIERS **Impacts** and **Gaps** the organization is trying to close improves your presentation because customers decide in favor of a solution only when they believe it will positively impact their PIERS areas. The more specific you can be, the more compelling your presentation.

How do we gather it?

- Use the DIG methodology to gather information about the current state of the organization:
 - Get a complete description (**D**) of the business issue by asking who, what, when, where, and

This Page Contains

- An overview of Business State & Gaps
- Links to training modules related to Business State & Gaps, in case you want to learn more about this topic
- A "How to" simulation to show you how to use the Business State & Gaps section
- Links to helpful blogs and videos



Use CRM for better Sales Training, Sales Coaching On Demand in Real Time

- [I found this page helpful](#)

Business State & Gaps

Last Updated: July 15, 2014

Overview

Available Training

- [AX - Business Drivers and PIERS Impacts Learning](#)
- [AX - Qualifying 2 Business Issues \(DIG\) Learning](#)
- [AX - Qualifying 2 Business Issues \(DIG\) Practice 1](#)
- [AX - Qualifying 4 Decision Criteria \(DICE\) Practice 2](#)

Read Our Recent Blog Posts

This Page Contains

- An overview of Business State & Gaps
- Links to training modules related to Business State & Gaps, in case you want to learn more about this topic
- A "How to" simulation to show you how to use the Business State & Gaps section
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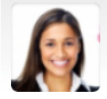


Use CRM for better Sales Training, Sales Coaching On Demand in Real Time

- [I found this page helpful](#)

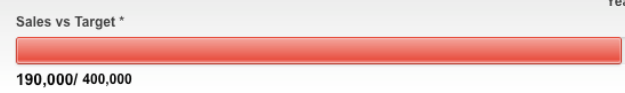
Show Feed

Shannon Long - Lindsey Stevens - Annually - Monthly - Rule Based Powered by AXIOM™



Shannon Long
Role
Sales Rep
Coach
Lindsey Stevens

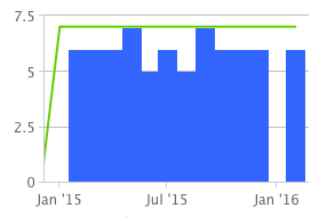
Annual Sales Objective *
2,400,000
Plan Start Date
Jan 01, 2016
*all data is displayed in User's currency, USD



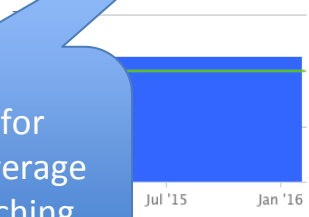
Year To Date **48%**

Metrics Review View Current Period Unzoom Adjust the Plan Shannon Long's Rule(Amount - Owner is S...

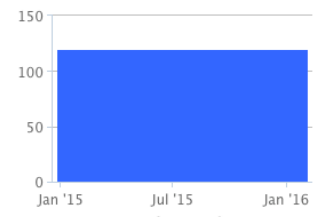
Coach



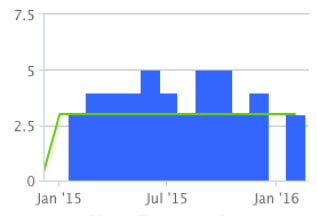
New Opportunities



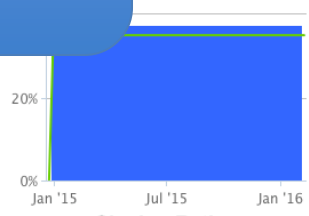
Proposal Ratio



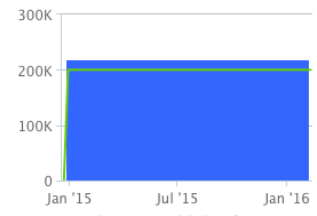
Average Sales Cycle



New Proposals



Closing Ratio



Average Value*

Make it easy for managers to leverage learning in coaching conversations

Show Feed

Shannon Long - Lindsey Stevens - Annually - Monthly - Rule Based

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Shannon Long
Role
Sales Rep
Coach
Lindsey Stevens

Annual Sales Objective *
2,400,000
Plan Start Date
Jan 01, 2016
*all data is displayed in User's currency, USD

Sal
190

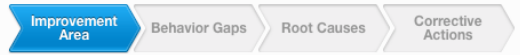
48%

Metrics Review View Current Period Unzoom Adjust the Plan

Dec 21, 2014

Feb 7, 2016

Coaching wizard

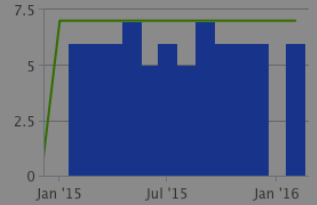


- Not enough new opportunities
- Not enough new proposals or Proposal Ratio is too low
- Closing ratio too low and/or proposal ratio is too high
- Average sale value too low

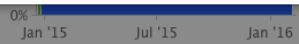
Notes

[Unselect](#)

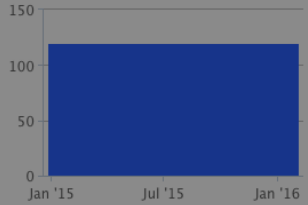
Done Continue



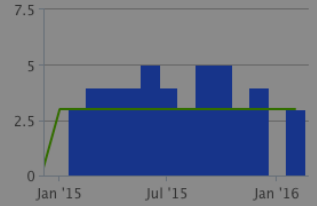
New Opportunities



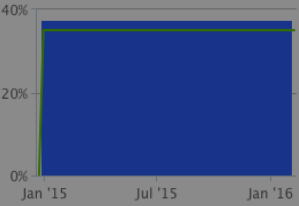
Proposal Ratio



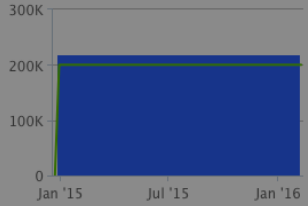
Average Sales Cycle



New Proposals



Closing Ratio



Average Value*



Shannon Long
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Annual Sales Objective *
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Sales vs Target *



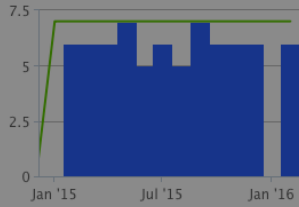
Year To Date

48%

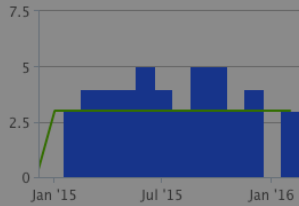
Metrics Review View Current Period Unzoom Adjust the Plan

Dec 21, 2014

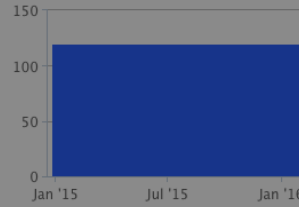
Feb 7, 2016



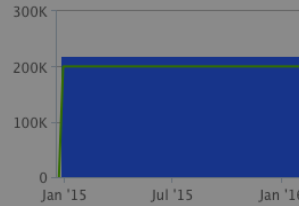
New Opportunities



New Proposals



Average Sales Cycle



Average Value*

Coaching wizard



What is your objective when prospecting for new opportunities?

What information are you gathering before trying to secure an appointment?

Who in the customer's organization are you trying to secure meetings with?

When attempting to secure an appointment, what is your approach?

What do you say?

- Not using the three-step prospecting model of gathering information, identifying ideal customers, and making a compelling approach
- Not gathering information about business problems in order to compel a buyer to meet
- Not approaching customer contacts who would own or would be impacted by problems
- Gathering information and identifying the proper customer

Notes

[Unselect](#)

Done **Continue**

Opportunity Review View: All - Open Related Info: None

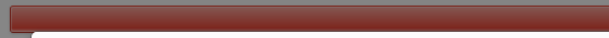
Coaching Sessions Seller: None Coach: None Session Date From: Session Date Till:



Shannon Long
Role
Sales Rep
Coach
Lindsey Stevens

Annual Sales Objective *
2,400,000
Plan Start Date
Jan 01, 2016
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Sales vs Target *



Year To Date

48%



Metrics Review

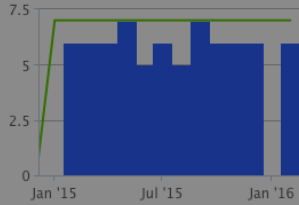
View Current Period

Unzoom

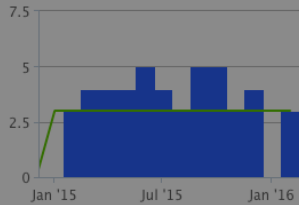
Adjust the Plan

Dec 21, 2014

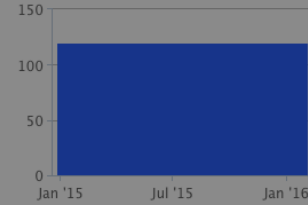
Feb 7, 2016



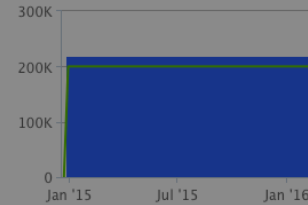
New Opportunities



New Proposals



Average Sales Cycle



Average Value*

Coaching wizard



What solutions have you been targeting during your prospecting efforts and why?

What is the objective when prospecting?

What are the key steps for effective prospecting?

How did you determine which questions to ask?

Role-play with me what happens when you call or visit a target prospect. What do you say?

- Unclear about true objective for prospecting - finding businesses with problems our solutions can address
- Unclear that prospecting consists of identifying ideal customer, gathering information, and securing appointment
- Unclear what problems can be solved by our solutions and how this supports prospecting efforts
- Doesn't understand ideal customer profile and how it will help improve prospecting effectiveness

Notes

[Unselect](#)

Done

Continue



Opportunity Review

View: All - Open

Related Info: None



Coaching Sessions

Seller: None

Coach: None

Session Date From:



Session Date Till:



Shannon Long
Role
Sales Rep
Coach
Lindsey Stevens

Annual Sales Objective *
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Sales vs Target *



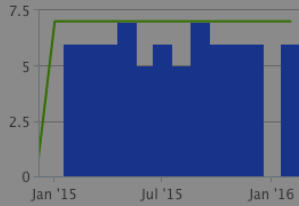
Year To Date

48%

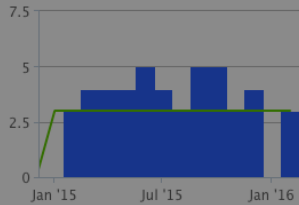
Metrics Review View Current Period Unzoom Adjust the Plan

Dec 21, 2014

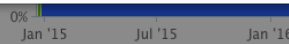
Feb 7, 2016



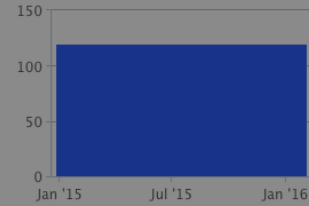
New Opportunities



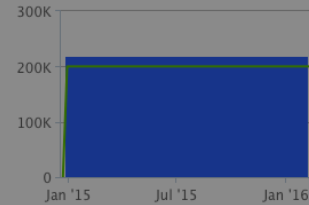
New Proposals



Closing Ratio



Average Sales Cycle



Average Value*

Coaching wizard



Active training

- This lesson addresse...

This lesson addresses the importance of gathering information to develop new opportunities.

Completed training

- This course explains... **Completed**

This course explains the Ideal Customer Profile, a key prospecting tool.

Notes

Finish

Opportunity Review View: All - Open Related Info: None

Coaching Sessions Seller: None Coach: None Session Date From: Session Date Till:

Are you becoming a Learning Sales Organization?

- All learning is available on demand at point of need
- Coaches trigger a significant % of all learning
- Most curriculum is on line and rarely longer than 30 minutes
- Most learning is consumed online rather than delivered by instructors
- Average person completes at least one learning assignment/month
- Using a dashboard to track learning, coaching effectiveness
- Rewarding/recognizing people for learning, coaching effectiveness



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