

Increase Sales Performance with Modern Learning: 5 Key Principles for Better Learning Content, Engagement and Retention

*Presenters:
Mike Kunkle & Jake Miller
September 25, 2018*

Today's Presenters



Mike Kunkle

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- @Mike_Kunkle
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- #ModernLearning

Our Plan for Today

AGENDA

- Principle 1: Ease of Content
- Principle 2: Personalization
- Principle 3: Bite-Sized & Continuous
- Principle 4: Reinforcement
- Principle 5: Ongoing & Informal Learning
- Pulling It All Together
- Q&A



Principle 1: Ease of Content
Content Should Be Easy to
Create, Absorb, & Access

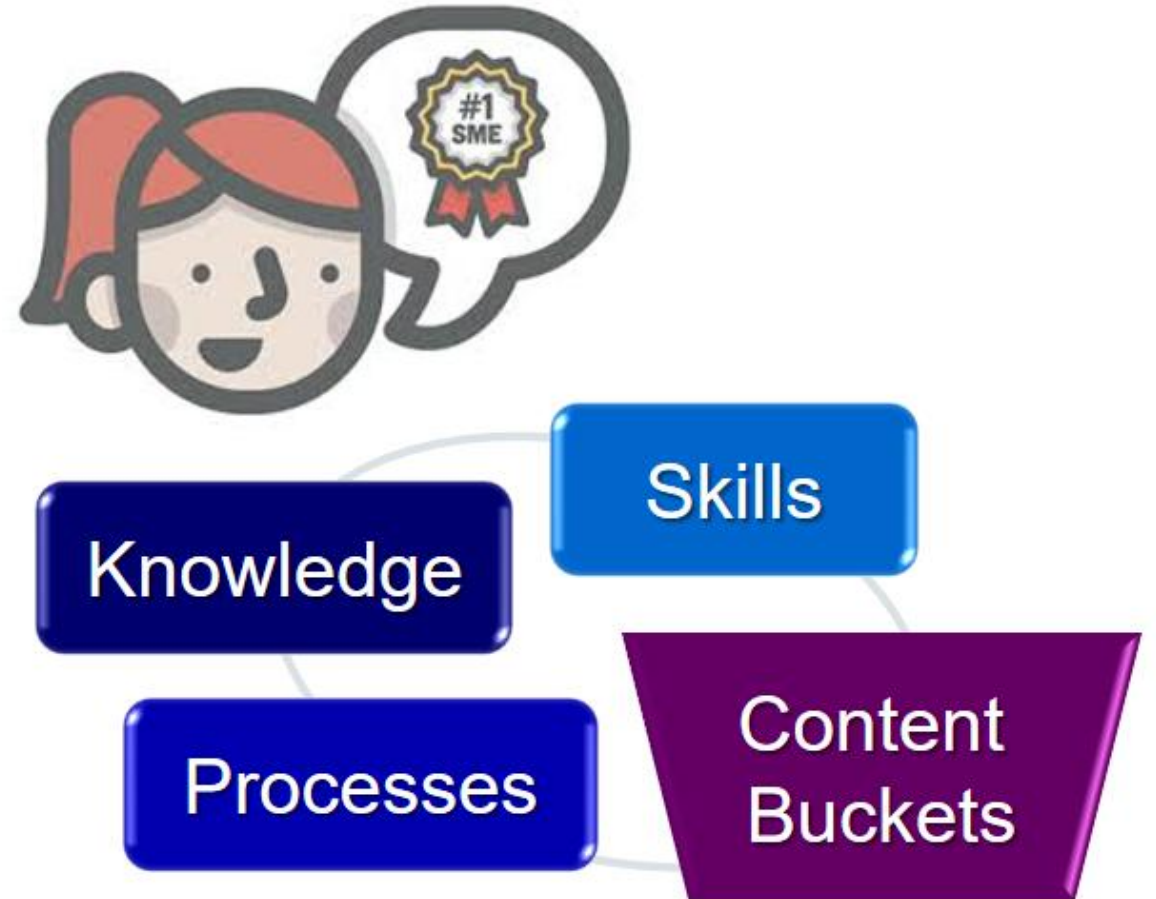
Principle 1: Ease of Content

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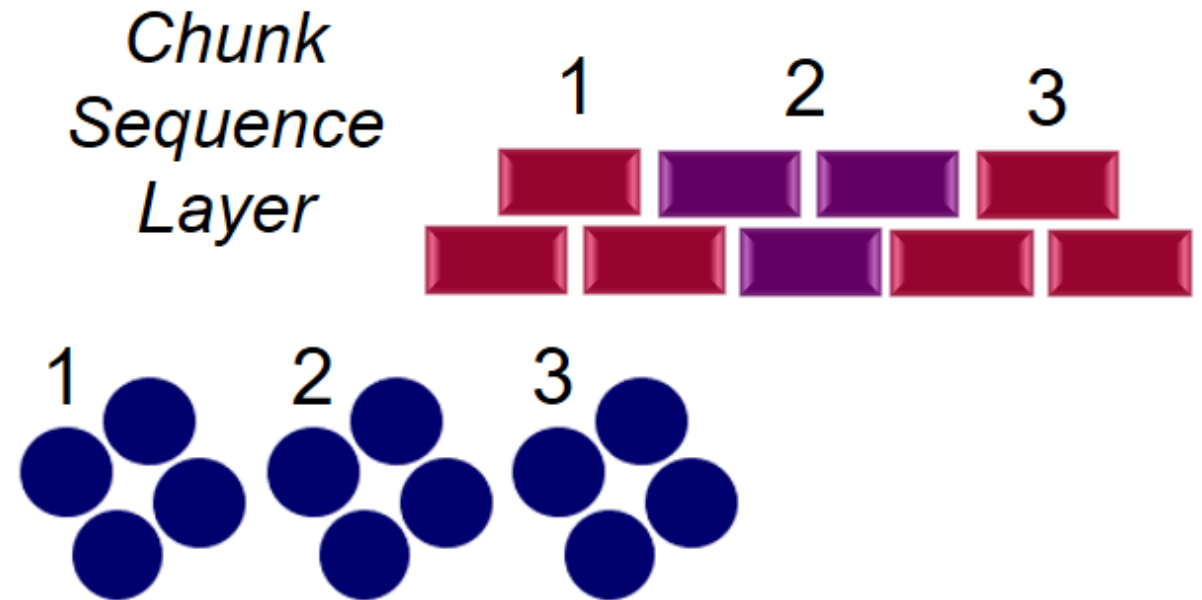
- Enlist subject matter experts, managers (SMEs), specialists, and exemplary performers in the learning content creation effort to drive agile content creation



Principle 1: Ease of Content

Content should be easy to create, access, and absorb:

- Use principles of instructional design to make absorption easy
- Focus on the “Need to Know” content vs. cramming

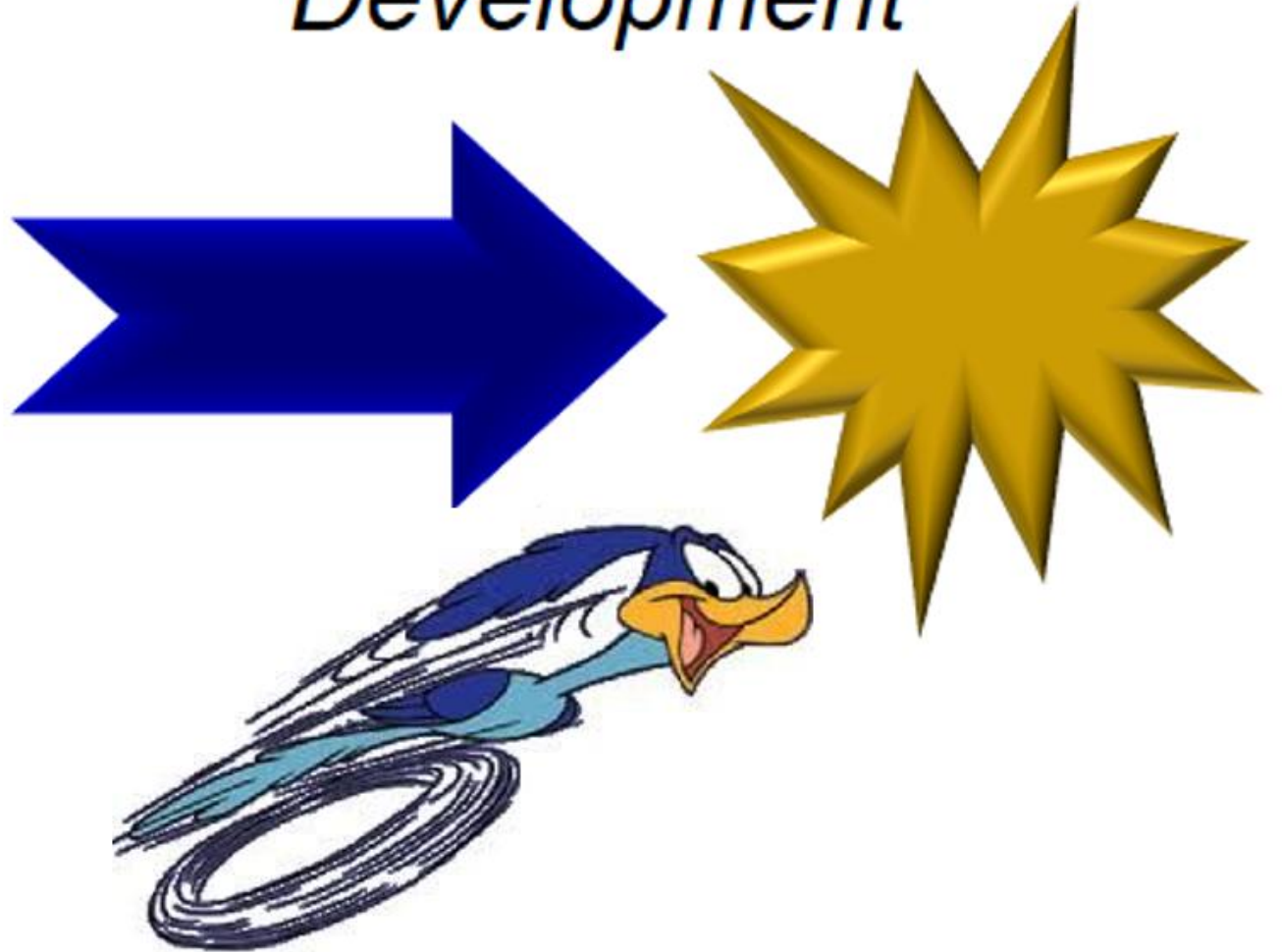


Principle 1: Ease of Content

Content should be easy to create, access, and absorb:

- Use technology wisely to support your efforts.

*Rapid Content
Development*



Principle 1: Ease of Content



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True Story

Principle 1: Ease of Content

Learn More...

Using Technology as a Learning Tool, Not Just the Cool New Thing

Ben McNeely, North Carolina State University on Educause.com:

- <https://www.educause.edu/research-and-publications/books/educating-net-generation/using-technology-learning-tool-not-just-cool-new-thing>

How Long to Develop One Hour of Training? Updated for 2017

ATD Insights

- <https://www.td.org/insights/how-long-does-it-take-to-develop-one-hour-of-training-updated-for-2017>

Principle 2: Personalization

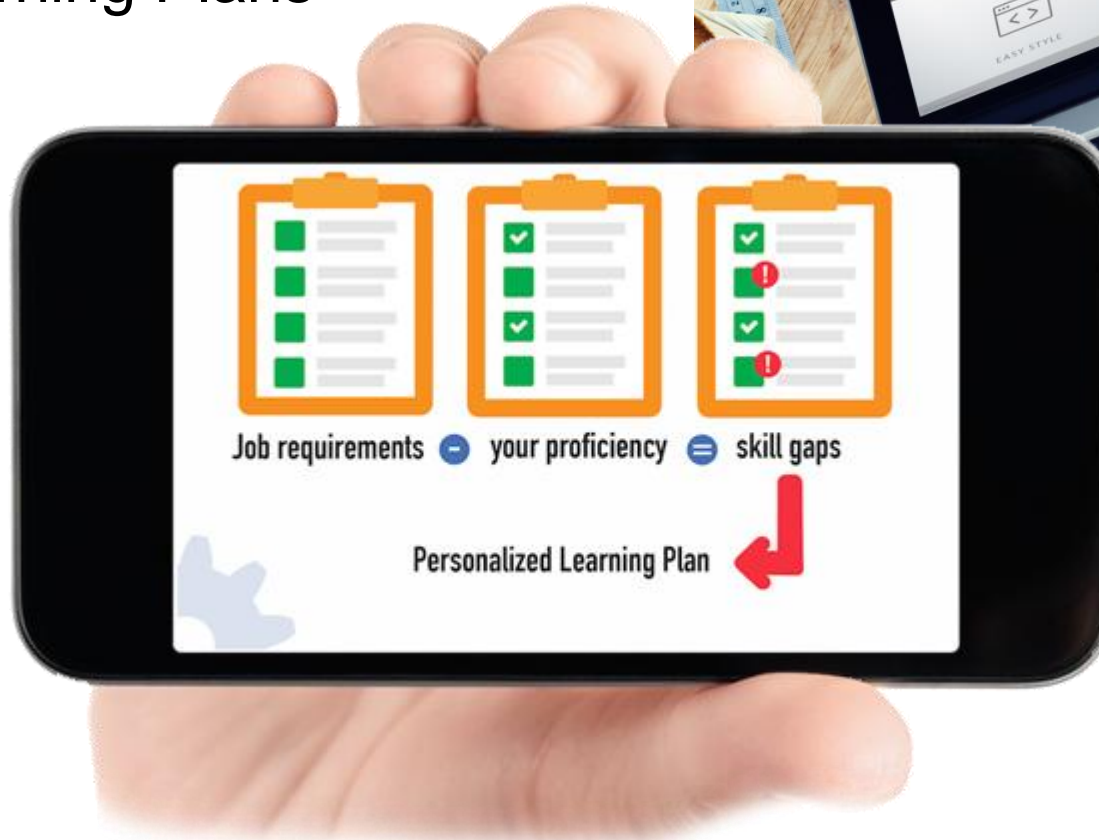
Principle 2: Personalization

Make learning feel personalized:

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Make learning feel personalized:

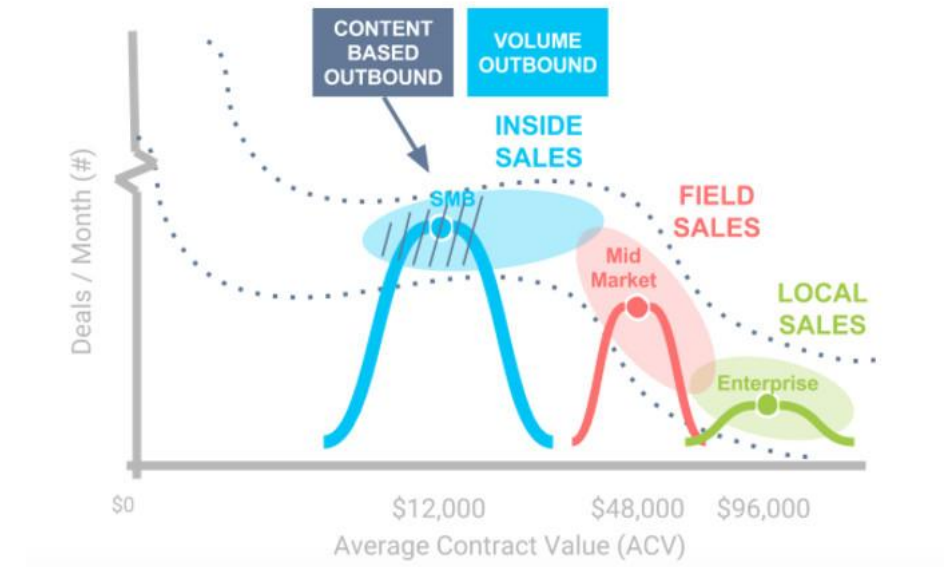
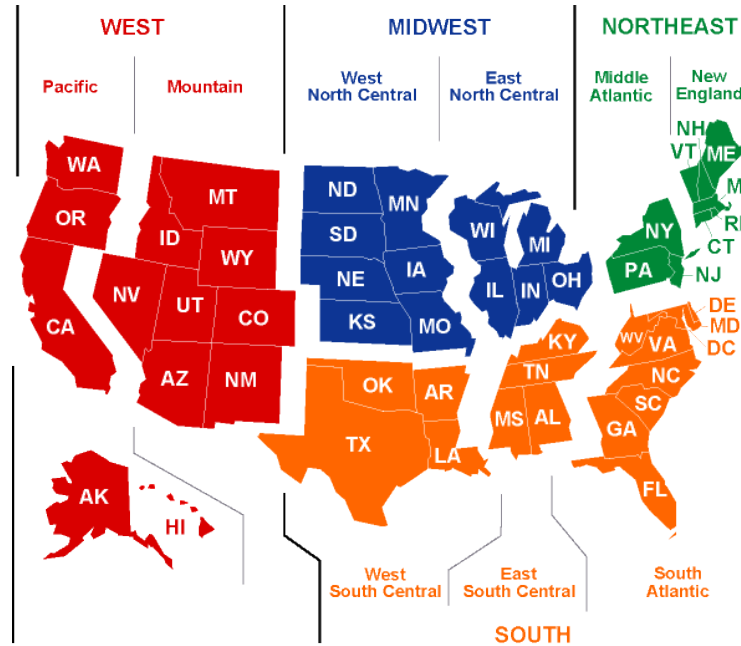
- Competency Assessments with Personalized Learning Plans



Principle 2: Personalization

Make learning feel personalized:

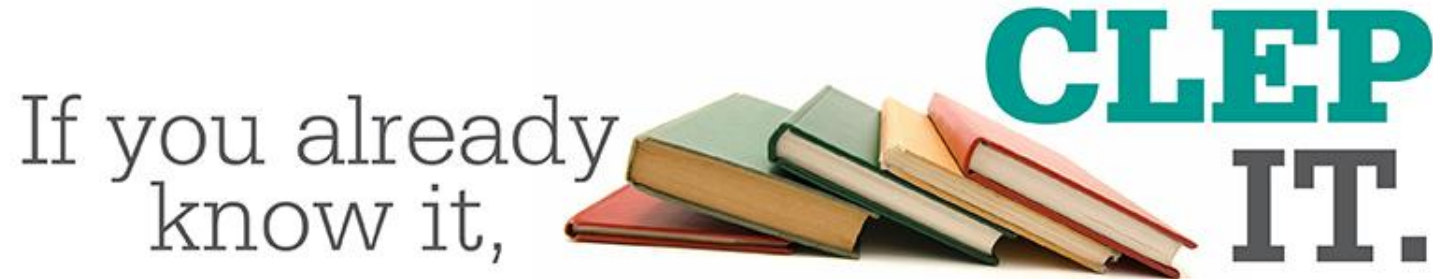
- Content by region, teams, product, roles, reporting



Principle 2: Personalization

Make learning feel personalized:

- Knowledge assessment test-outs



Principle 2: Personalization

Make learning feel personalized:

- Video coaching: one-to-one learning interactions.



Principle 2: Personalization



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True Story

Principle 2: Personalization

Learn More...

Intrinsic motivation and the process of learning: Beneficial effects of contextualization, personalization, and choice

Cordova, Diana I., and Mark R. Lepper, Journal of Educational Psychology 88.4 (1996): 715.
(Especially see page 723, paragraph 5)

- http://www.coulthard.com/library/Files/cordovalepper_1996_intrinsicmotivation.pdf

Continued Progress Promising Evidence on Personalized Learning

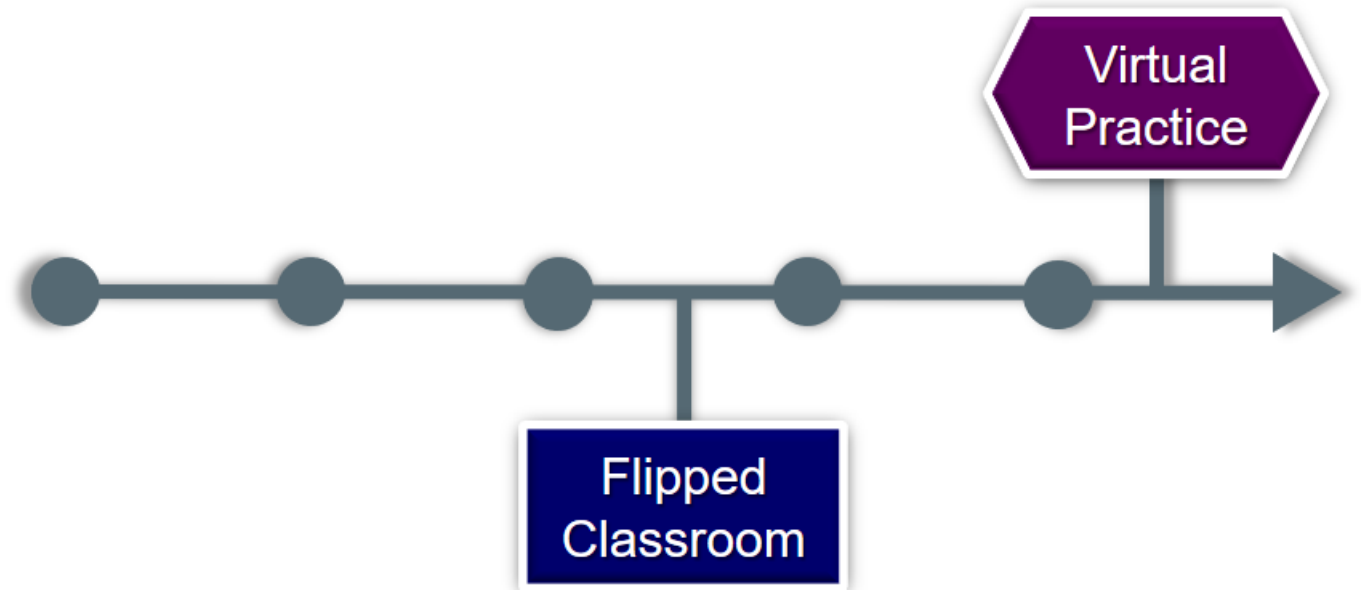
RAND Corporation 2015

- https://www.rand.org/pubs/research_reports/RR1365.html

Principle 3: Bite-Sized & Continuous

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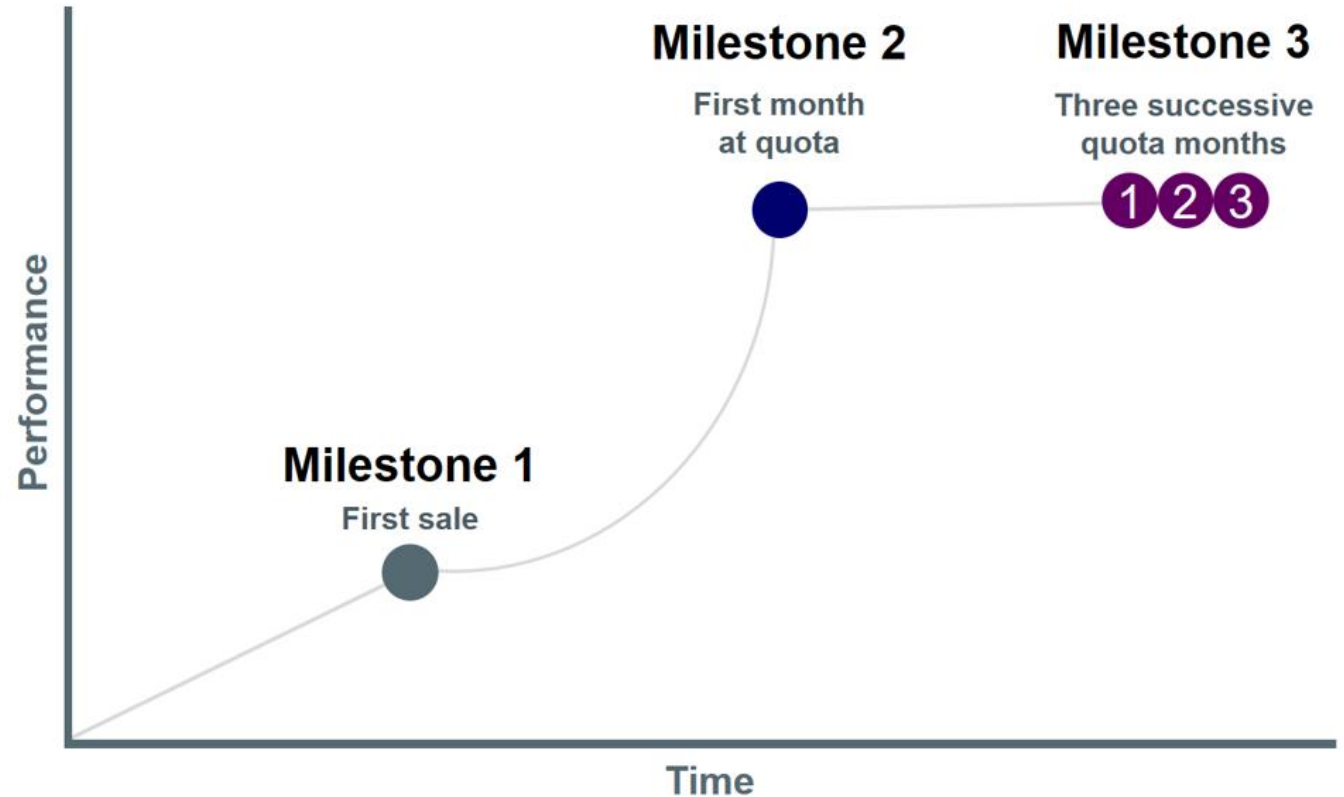
Spread sales learning over time using short-form learning content and flipped classrooms or virtual practice, powered by decentralized content creation and distribution:



Principle 3: Bite-Sized & Continuous

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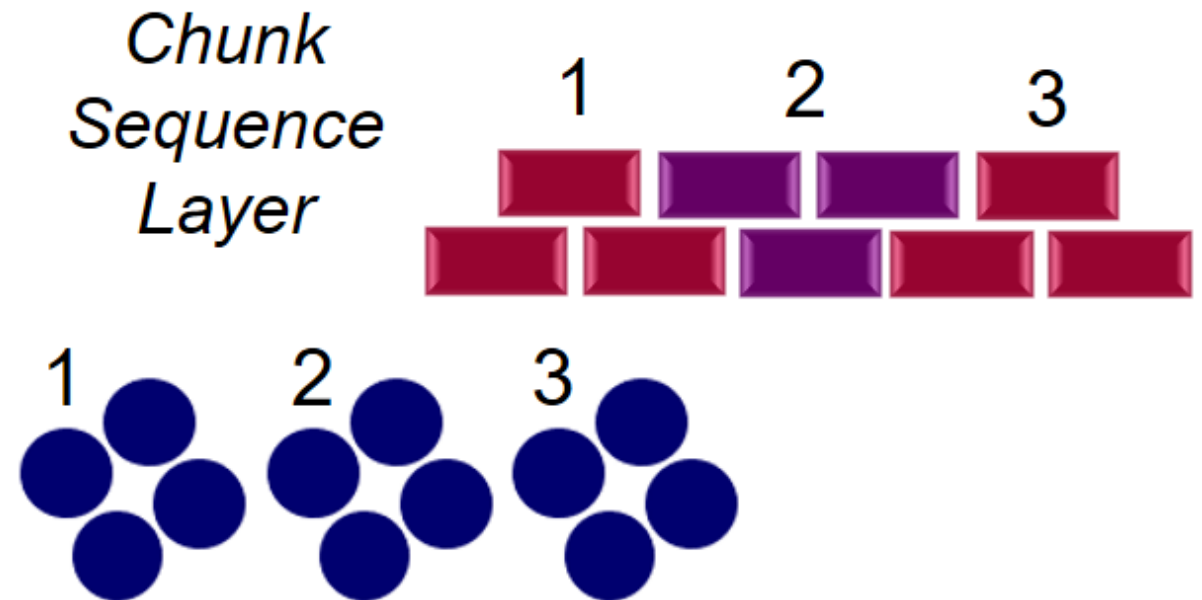
- Milestones



Principle 3: Bite-Sized & Continuous

Spread sales learning over time using short-form learning content and flipped classrooms or virtual practice, powered by decentralized content creation and distribution:

- Chunk / Sequence / Layer



Principle 3: Bite-Sized & Continuous

Spread sales learning over time using short-form learning content and flipped classrooms or virtual practice, powered by decentralized content creation and distribution:

- Teaching by process and workflow

		PURCHASE PURSUIT			
		Identify Possible Initiatives	Research & Compare Solutions	Compare Options & Select Solution	Negotiate & Close
Buying Process	Objectives				
	Tasks				
	Exit Criteria				
Sales Process	Objectives				
	Tasks				
	Exit Criteria				
		Diagnose Needs & Qualify Opportunities	Develop or Prescribe Solutions	Present Proposal	Negotiate & Close
OPPORTUNITY MANAGEMENT					

Principle 3: Bite-Sized & Continuous

Spread sales learning over time using short-form learning content and flipped classrooms or virtual practice, powered by decentralized content creation and distribution:

- Multiple touchpoints with content



Principle 3: Bite-Sized & Continuous

Spread sales learning over time using short-form learning content and flipped classrooms or virtual practice, powered by decentralized content creation and distribution:

- Feedback and coaching on practice with re-runs.



Principle 3: Bite-Sized & Continuous



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Principle 3: Bite-Sized & Continuous

Learn More...

How the Brain Encodes Memories at a Cellular Level.

Science Daily. University of California - Santa Barbara (December 25, 2009)

- <https://www.sciencedaily.com/releases/2009/12/091223125125.htm>

Nine ways to reduce cognitive load in multimedia learning.

Mayer, Richard E., Roxana Moreno. Educational psychologist 38.1 (2003): 43-52. (P. 47)

- <http://faculty.washington.edu/farkas/WDFR/MayerMoreno9WaysToReduceCognitiveLoad.pdf>

Microlearning: Emerging concepts, practices and technologies after e-learning.

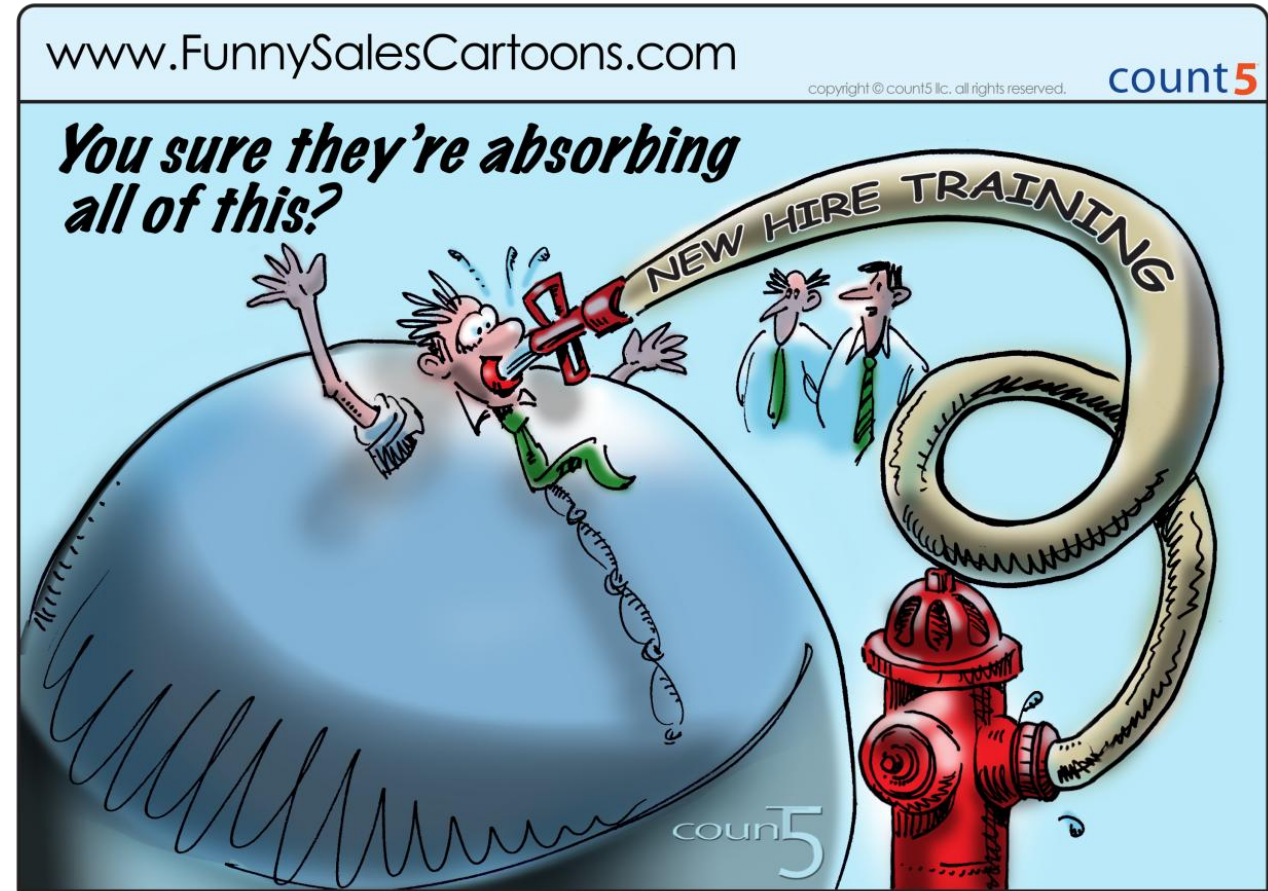
Hug, Theo, Martin Lindner, and Peter A. Bruck. Proceedings of Microlearning 5 (2005): 3. (P. 15)

- https://www.researchgate.net/publication/246822097_Microlearning_Emerging_Concepts_Practices_and_Technologies_after_e-Learning

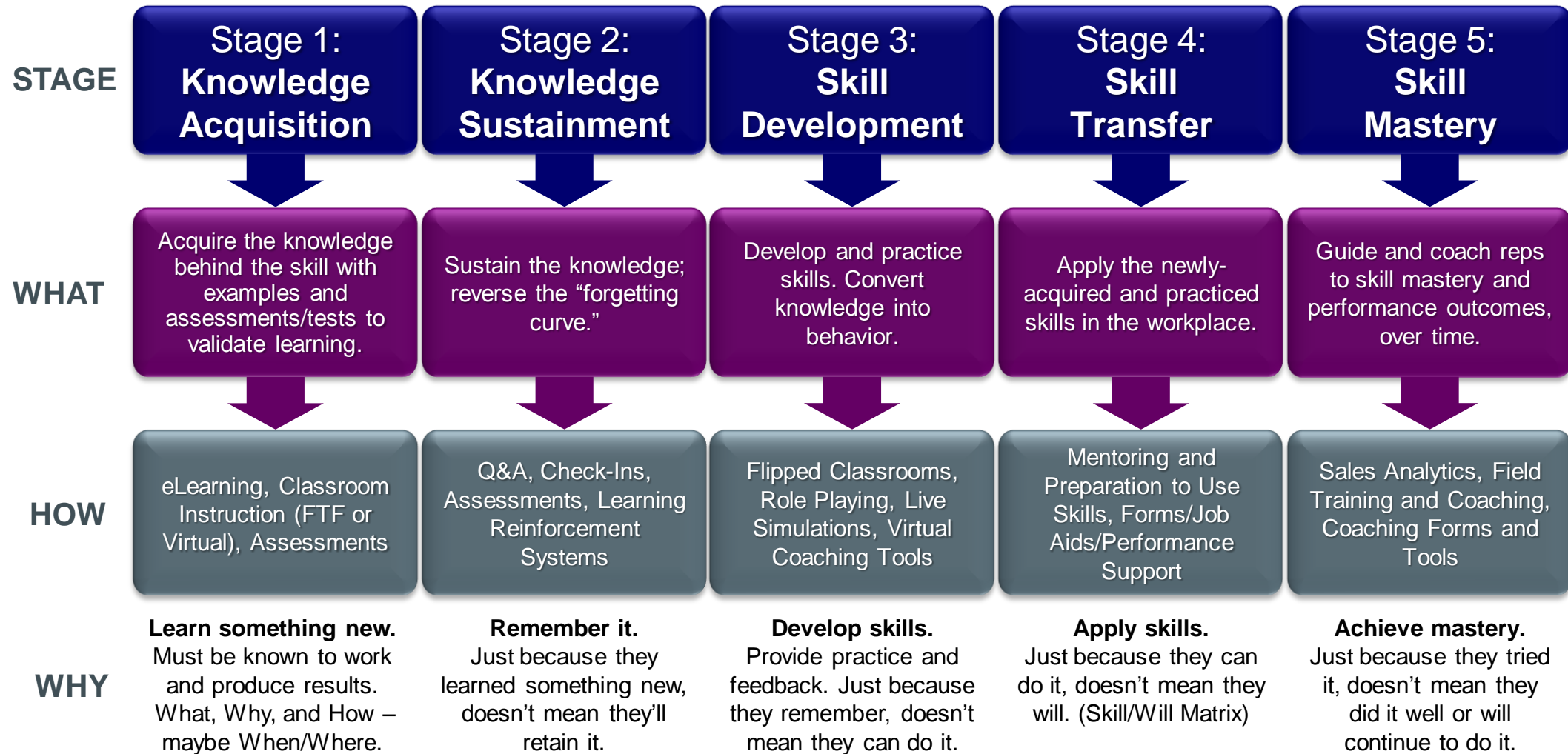
Principle 4: Reinforcement

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- Take advantage of scientifically proven techniques for driving knowledge retention as well as best practices for ongoing coaching, practice, and role play programs.



Principle 4: Reinforcement



Recorded webinar on the 5 Stages: <http://bit.ly/STSTonSMM-11142017>

Principle 4: Reinforcement



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Principle 4: Reinforcement

Learn More...

Adaptive spaced education improves learning efficiency: a randomized controlled trial.

Kerfoot, B. Price. The Journal of Urology 183.2 (2010): 678-681.

- <https://www.ncbi.nlm.nih.gov/pubmed/20022032>

Retrieval-based learning: Active retrieval promotes meaningful learning.

Current Directions in Psychological Science 21.3 (2012): 157-163. (P. 158)

Karpicke, Jeffrey D.

- http://learninglab.psych.purdue.edu/downloads/2012_Karpicke_CDPS.pdf

Principle 5: Ongoing & Informal Learning

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- Promote and track informal learning
- Drive better experiential learning
- Incorporate throughout the course of everyday work life



Principle 5: Ongoing & Informal Learning



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True Story

Principle 5: Ongoing & Informal Learning

Learn More...

Reconceptualizing Learning: A Review of the Literature on Informal Learning

Rutgers Education and Employment Research Center

- <https://equityinlearning.act.org/wp-content/uploads/2017/07/Informal-Learning-Lit-Review-Final-April-2016-1.pdf>

Informal learning in the workplace

Michael Eraut * (2004) Informal learning in the workplace, *Studies in Continuing Education*, 26:2, 247-273, DOI: 10.1080/158037042000225245

- <https://www.tandfonline.com/doi/full/10.1080/158037042000225245>

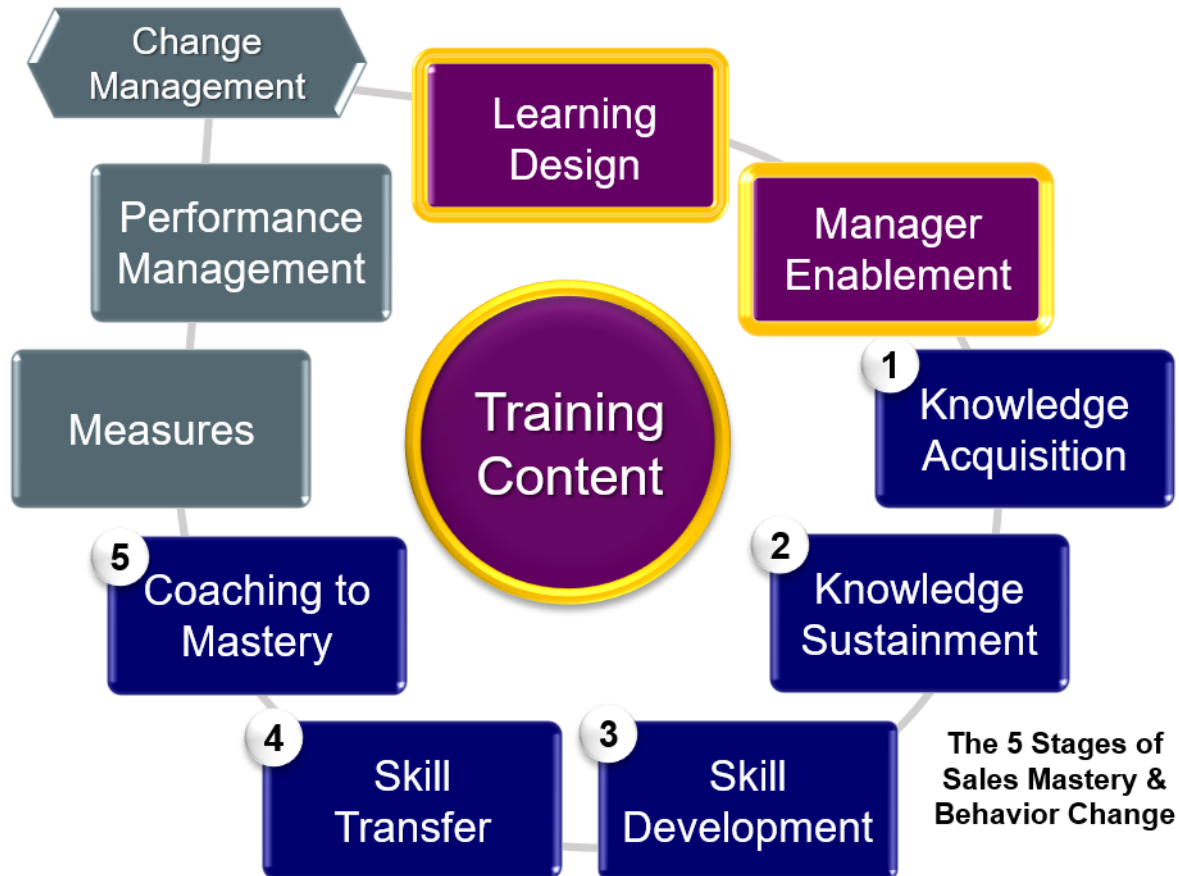
Pulling It All Together

Sales Learning System



<https://www.mikekunkle.com/sales-learning-system-ebook/>

Sales Learning System: Prepare for Change



Prepare for Change

- Ensure that your training content will get results
- Design a great learning experience
- Engage, enable, and empower frontline sales managers

<https://www.mikekunkle.com/sales-learning-system-ebook/>

Sales Learning System: Guide the Change



<https://www.mikekunkle.com/sales-learning-system-ebook/>

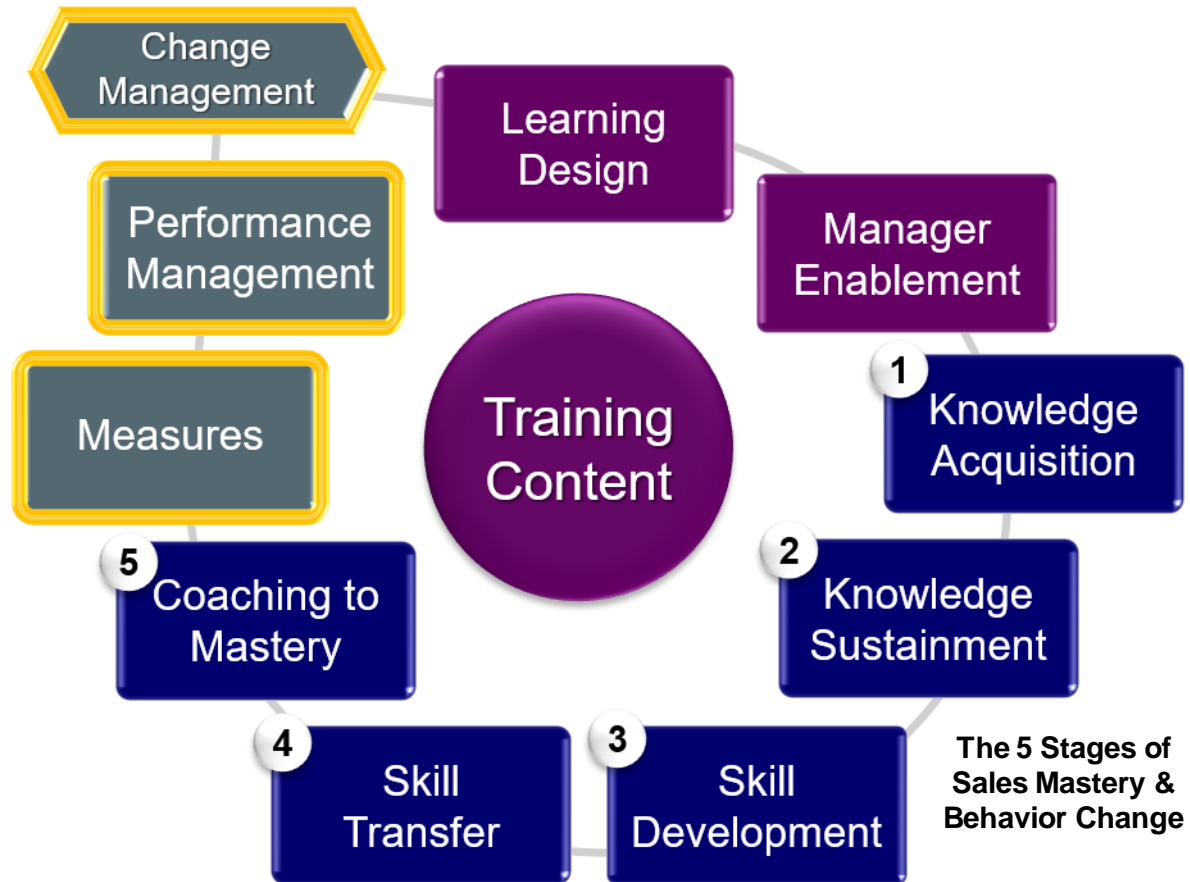
Prepare for Change

- Ensure that your training content will get results
- Design a great learning experience
- Engage, enable, and empower frontline sales managers

Guide the Change (The 5 Stages)

- Teach the content, validate learning occurred
- Sustain the knowledge
- Develop skills (practice with expert feedback loops)
- Transfer and apply skills on the job
- Coach to mastery over time

Sales Learning System: Cement the Change



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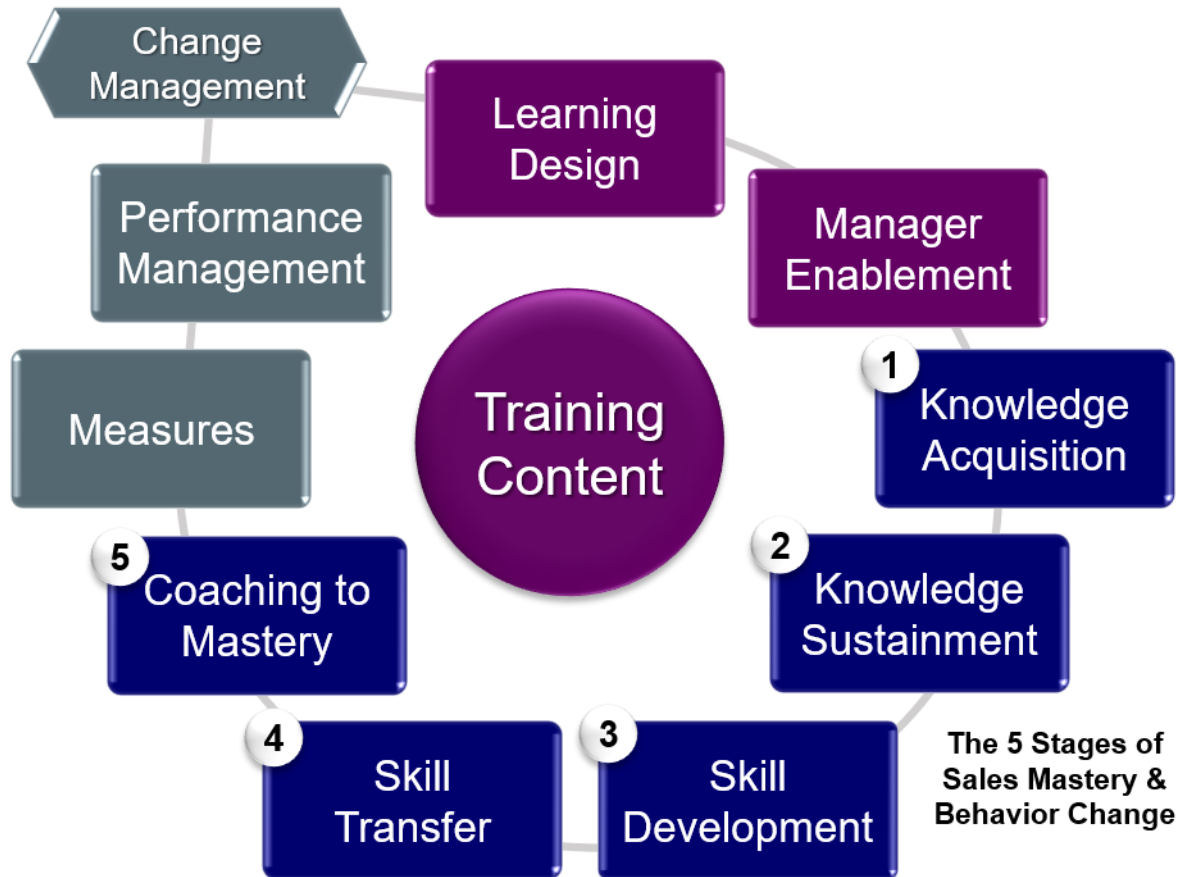
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Cement the Change

- Get metrics and measures in place
- Manage to behavior and performance expectations
- Lead and manage the change until it cements in the culture

Sales Learning System



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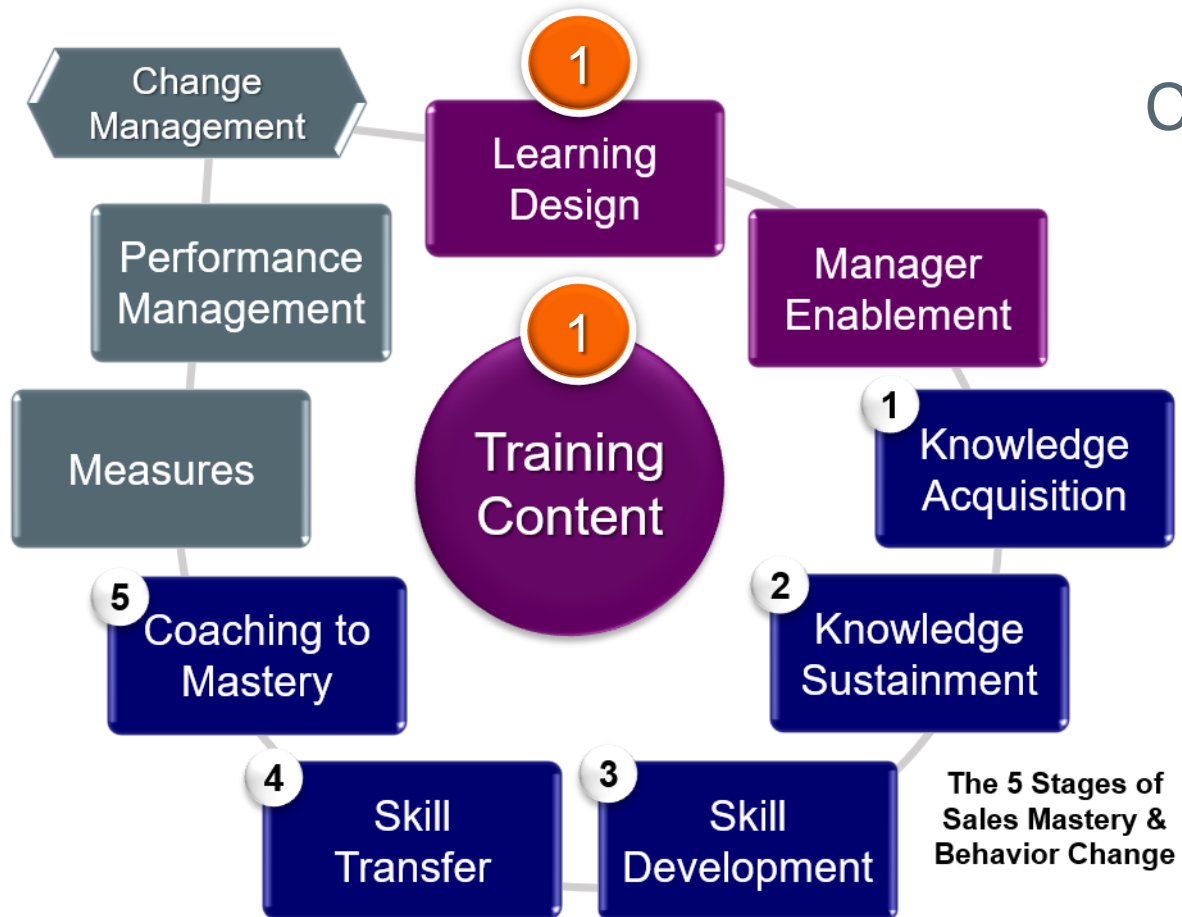
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Sales Learning System



Cross-reference: System + Principles

Principle 1: Ease of Content

<https://www.mikekunkle.com/sales-learning-system-ebook/>

Sales Learning System

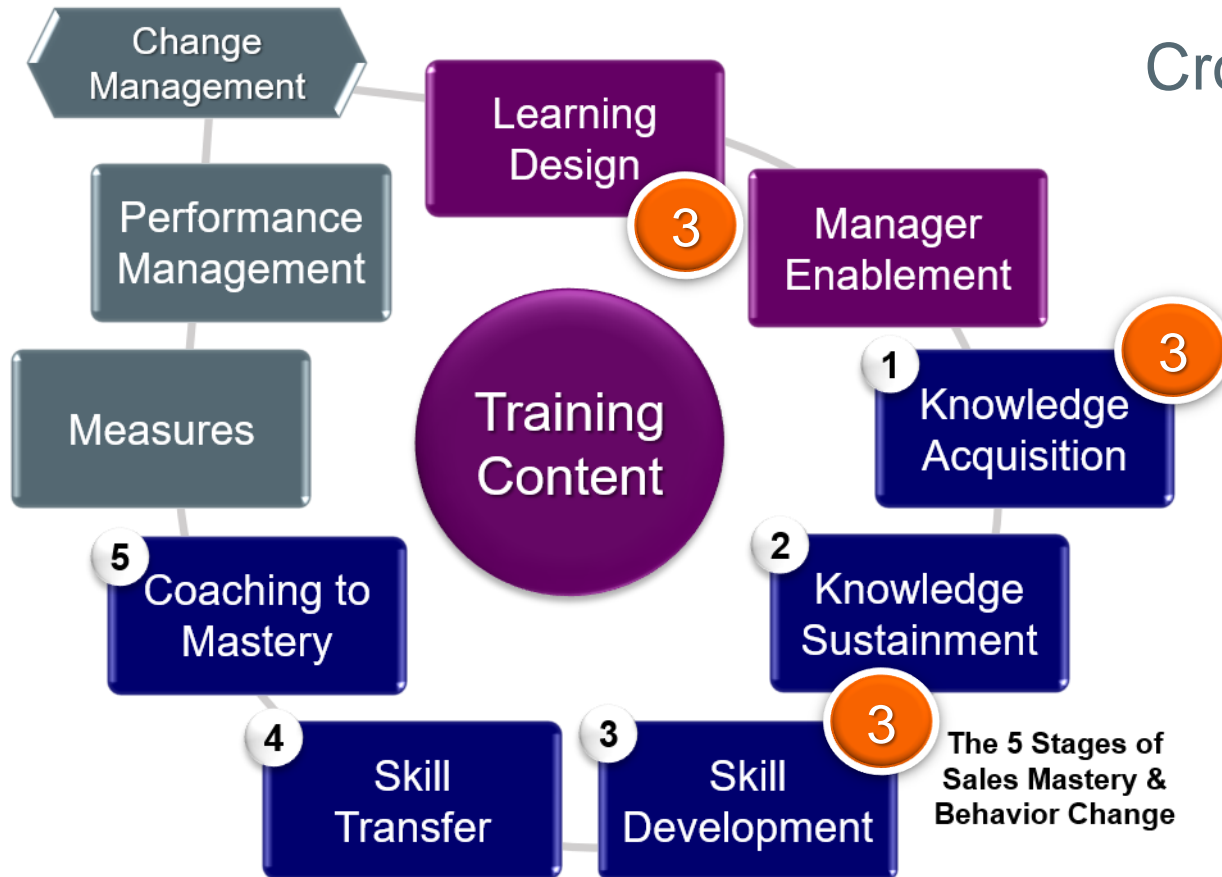


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Principle 2: Personalization

<https://www.mikekunkle.com/sales-learning-system-ebook/>

Sales Learning System

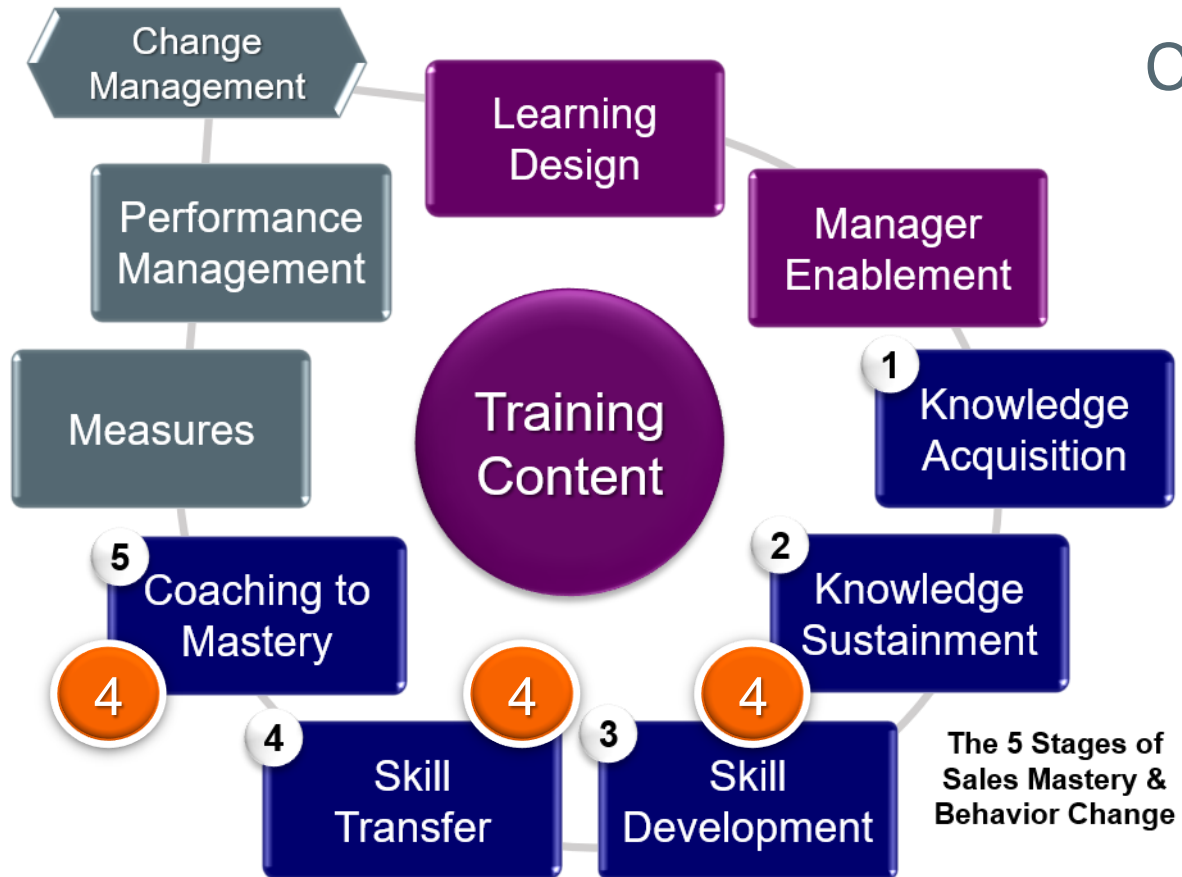


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Principle 3: Bite-Sized & Continuous

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Sales Learning System

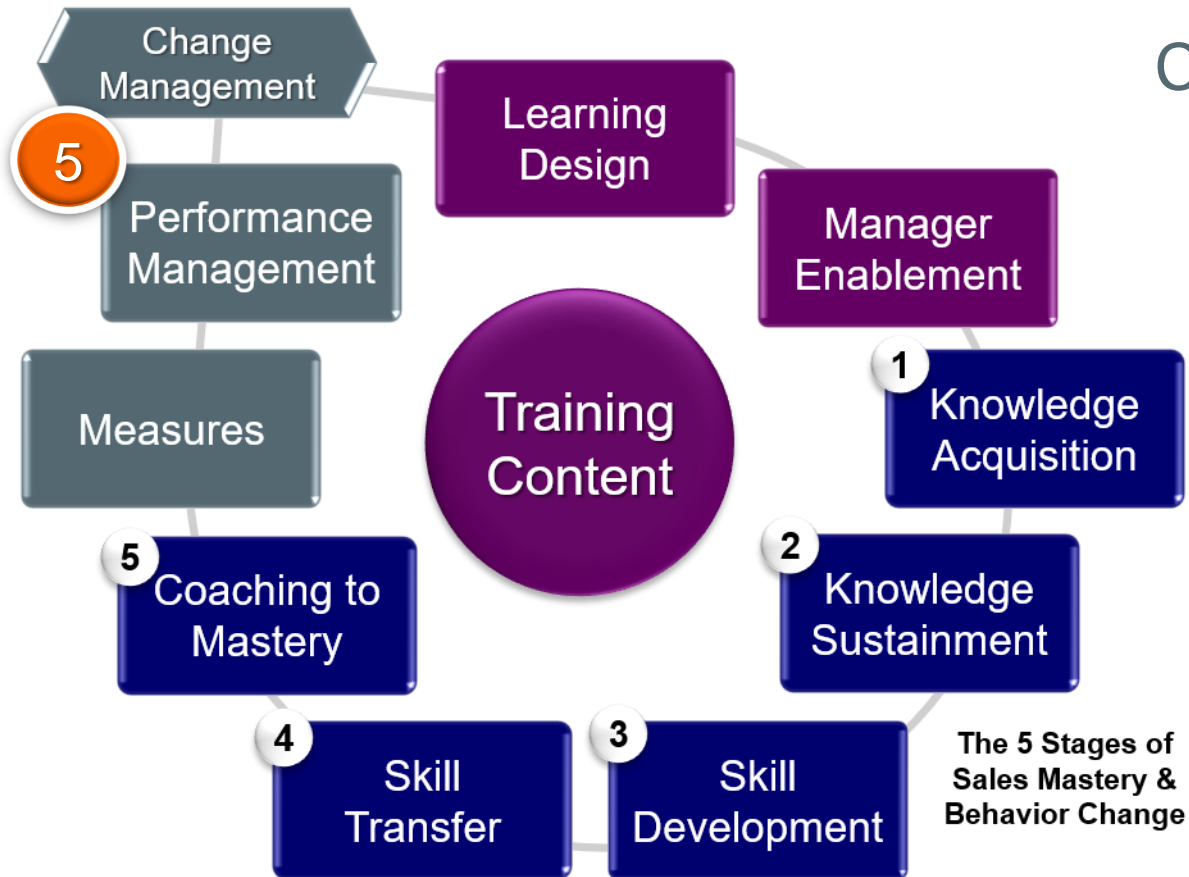


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Principle 4: Reinforcement

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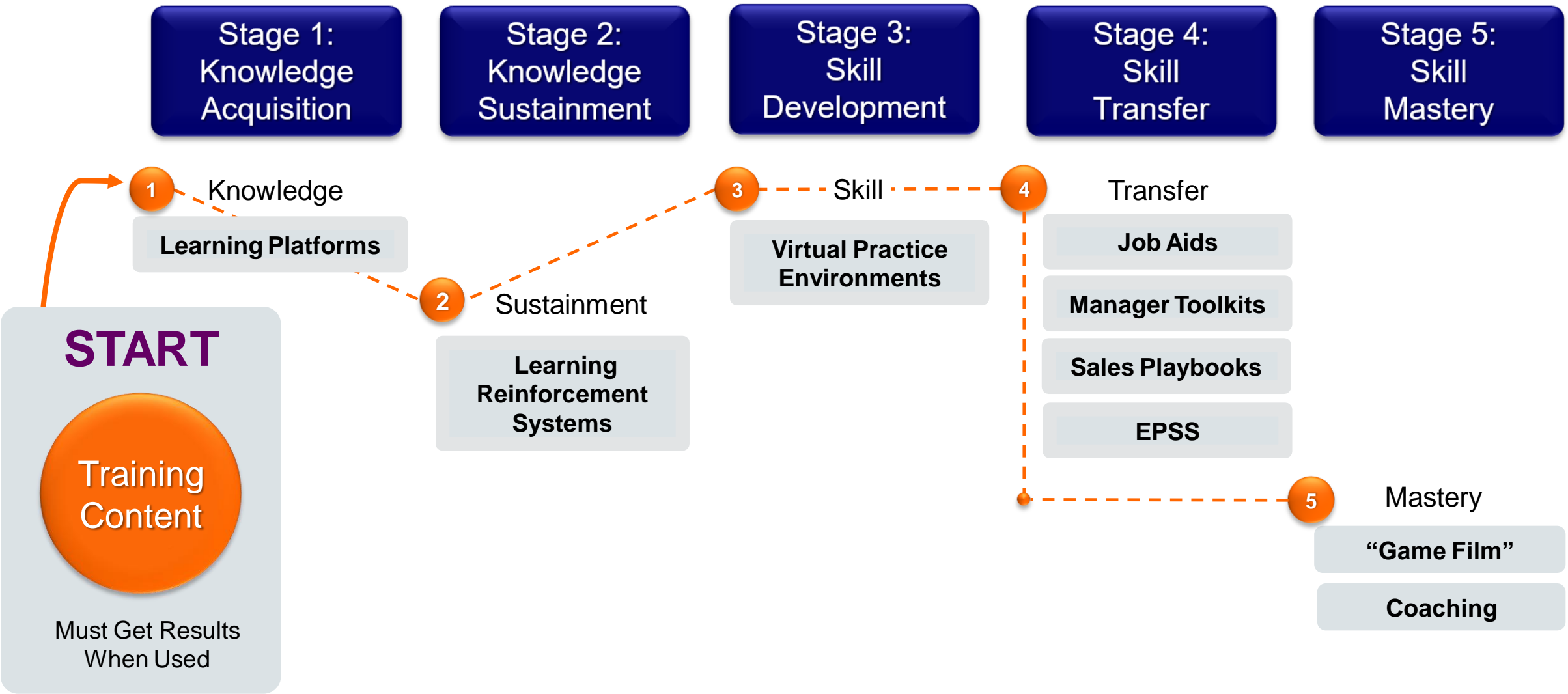


Cross-reference: System + Principles

Principle 5: Ongoing & Informal Learning

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How Sales Tools/Services Can Support The 5 Stages



Appendix

**Increase Sales Performance with
Modern Learning:
5 Key Principles for Better Learning
Content, Engagement and Retention**



Mike Kunkle

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Mike Kunkle is a highly-respected sales transformation architect and internationally-recognized sales training and sales enablement expert.

He's spent 24 years as a corporate leader or consultant, helping companies drive dramatic revenue growth through best-in-class learning strategies and his proven-effective sales transformation methodologies. Today, Mike is the founder and sales transformation architect for Transforming Sales Results, LLC. He consults, advises, writes, speaks, leads webinars, designs sales learning systems that get results, and guides clients through all aspects of their sales transformation.

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Transforming Sales Results Services

<https://www.mikekunkle.com/services>

Transforming Sales Results Blog

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SMM Connect Webinars

<http://bit.ly/STSTonSMM>

BrightTALK Webinars

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LinkedIn Publisher

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<http://www.linkedin.com/in/mikekunkle>

SlideShare

<http://www.slideshare.net/MikeKunkle>

Twitter

https://twitter.com/mike_kunkle



Jake Miller

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Jake Miller is Allego's Product Marketing Manager

He has been sharing the story of Allego customers and products since early 2016, fueling rapid growth and helping Allego become #5 fastest growing software company in America on the Inc. 500 this year. Jake is passionate about sales performance and incorporates years of experience as a top producer in the high-ticket retail space into his approach for product marketing at Allego.

Jake received his MBA from Babson College, and prior to entering the business world was a professional jazz drummer having performed at Carnegie Hall and receiving a Bachelor's in drum set performance from Berklee College of Music.

Connect with Jake & Follow Allego Content

Jake's LinkedIn Profile

<https://www.linkedin.com/in/jake1miller>

Allego Website

<https://www.allego.com/>

The Allegories Blog

<https://www.allego.com/blog/>

Allego LinkedIn

[https://www.linkedin.com/company/allego-inc-/](https://www.linkedin.com/company/allego-inc/)

Allego Twitter

<https://twitter.com/allegosoftware>

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Allego's mission is to help sales and other professionals succeed by more effectively accessing, mastering and utilizing knowledge. We accomplish this with a mobile friendly sales learning platform that supports all three pillars of modern learning: curriculum, reinforcement, and just-in-time. Our proven Blueprint Methodology ensures that teams successfully adopt and utilize our software. And our organization-wide commitment to customer success is spearheaded by our Customer Success team.

Complimentary eBook #1



Jake Miller

Product Marketing Manager



Essential Guide to Modern Sales Onboarding

Five guiding principles, strategic considerations,
and tactical recommendations!



<http://bit.ly/AllegoSalesOnboardingGuide>



Complimentary eBook #2

The Sales Learning System

with the 5 Stages of Sales Mastery & Behavior Change



Mike Kunkle

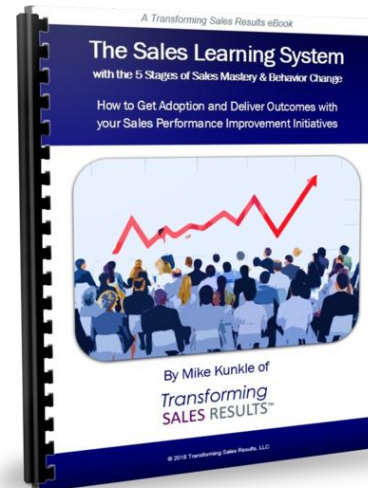
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How to Get Adoption and Deliver Outcomes with your
Sales Performance Improvement Initiatives

➞ <http://bit.ly/SalesLearningSystemEbook-SMM>







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