

Top 5 Lessons Learned Selling into Professional Sales Organizations

Lesson #1:

The entry point into this segment is most often through sales enablement executives who are essentially embedded L&D leaders within the sales organization. These are the people who will win or lose an opportunity for you. Sales leaders will provide the urgency, while sales enablement folks will execute.

Lesson #2:

Probably more than any other environment, professional sales leaders see the value of Axonify's knowledge and confidence reports for 1:1 coaching. When doing your demo into this group, really key in on the LeaderZone reports and knowledge profiles.

Lesson #3:

Professional sales leaders can absolutely relate to the forgetting curve and the costs associated with the degradation of knowledge over time if not reinforced, which is why we're seeing daily reinforcement platforms starting to become a best practice in this space. Make sure you use this slide in your presentations with these folks.

Lesson #4:

We've learned that it's important to understand the touch points that sales enablement has with reps today early in the process. For example, it's good to go through an actual instance of a product launch – step-by-step, touch-point by touch-point to understand the gaps and limitations

Lesson #5:

We sometimes see other microlearning vendors, like Qstream & Mind Tickle who specifically target Professional Sales organizations. These vendors offer point solutions that solve elements of what Sales Enablement leaders are trying to accomplish, such as reinforcement and coaching. However, their clients find that over time these tools fail to support a more holistic approach to sales training, particularly around new hire onboarding, performance support and the ability to see the impact of training on sales numbers. For that reason, we either win the deal right out of the gate, or they end up migrating over to Axonify eventually.