

SALES TRAINING EXPERTS | 2020 Sales Playbook Certification

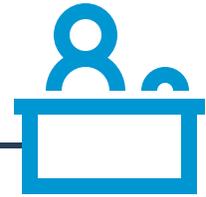
# SALES PLAYBOOK CERTIFICATION

## A COMPLETE GUIDE

'When you take good care of your sales team,  
they take great care of your customers.'



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## What is a Sales Team Engagement Program?

Essentially, sales team engagement is the extent to which a sales professional's goals and skills align with the sales objectives of your company.

It's more than just setting sales targets, or spiking product sales with spiff programs. Sales Team engagement is understanding what tools and skills are required for them to be successful, what skill and process gaps exist, and helping to bridge those gaps. That said, sales team engagement is not simple and straightforward. It's sometimes complex and requires a thoughtful engagement strategy that includes a well defined Sales Playbook Certification Program to fully execute.

## The Many Benefits of the Sales Playbook Certification Program

So why go through all the trouble of certification? There are a number of benefits to the company when you have happy, engaged sales professionals working for you. Here are just a few:

- *Higher levels of sales target achievement*
- *Higher employee retention rates for top talent*
- *Better team work with sales support departments*
- *Increased customer satisfaction*
- *Better recruitment and new rep training*
- *Improved return on training investment*

Your sales team is your best investment. Productivity improvements that impact top line revenue is a welcomed relief from the cost centers that shrink the bottom line. A Sales Team Engagement Strategy will reward your company with loyalty, fierce dedication and a great sales effort. Our Sales Playbook Certification Program will introduce, define, document and right size best sales practices. We will certify each member of your team on the important Tactical Selling Skills that influence a buyer's purchasing decision, and the right Strategic Skills to plan their success.

# 02



## HOW SALES PLAYBOOK CERTIFICATION WORKS?

There are 6 skills in Sales Playbook Certification. The skills are either strategic or tactical. Strategic Skills enable reps to better plan and manage their territories and accounts. Tactical Skills are client-facing skills required to assist your clients through a favorable purchasing decision. Here they are:



Consultative Client  
Discovery



Handling Objections



Negotiation Skills



Presentation Skills



Territory Management



Account Management



Playbook



Strategic Skills



Tactical Skills



Sales Playbook  
Certification  
Program

Sales Playbooks can be in various stages of development. In its simplest form, Sales Playbook's are comprised of the selling steps a rep needs to complete along their sales path towards a sale. The sale's path runs parallel to the customer's purchase path. At each milestone along the path, the rep is trained on internal sales processes like ordering or credit approval. Internal sales process tools like credit applications are located at the appropriate milestone for use. Product training is also included in the Sales Playbook. Specification Sheets or Sell Sheets fill the Product Training Section of the Playbook.

Your Sales Playbook will serve as our map to build skills and best practices in strategic and tactical selling skills. After each workshop, we will add best practices to your book.



Turner Sales Agency is one of the leading distributors of brand name pharmaceutical products across Canada. By selling exclusively through Small Independent Pharmacies they have gained share in a niche market largely under served by the direct brand sales teams. The sales team comprises of sales agents who represent brands licensed under the master agency agreement. They are independent subcontractors who represent Turner Sales Agency exclusively.

### The Sales Challenge

In the past 5 years, Turner Sales Agency has added more brands to it's portfolio. Agents have worked hard to fairly represent all the brands, but last year important anchor brand sales fell. At the same time smaller brand name sales increased. The senior leadership team recognized the need to develop Territory and Account Management skills with their team of agents. They want their agents to build strategic territory/account plans and learn best practices and skills to maximize their return on store visits. Their training goal KPI is to see all brand sales increase proportionately year over year.

### Our Initial Assignment

Engage with Turner Sales Agency to deliver best practices in Territory/Account Management planning. Our service approach included the following steps:

Step 1: Pre-workshop Planning & Workshop Customization Pre-workshop Report Current selling challenges in Territory/Account Planning Current selling practices applied to challenges

Step 2: Workshop Delivery Participant Pre-work Workshop -Applied methodology & best practices

Step 3: Post-Workshop Coaching (2 Sessions) Best practice reinforcement

Step 4: Playbook Best Practices. Best practice procedures documented for transfer to the company sales playbook.

### Results:

**KPI:** To see all brand sales increase proportionately month over month.

**KPI Achieved**



## The Sales Challenge - Next Assignment

Turner Sales Agency achieved their KPI from the previous training engagement. Several months later, pharmaceutical companies were under considerable government legislative pressure to ensure their products were being sold properly at the pharmacy level. Turner Sales Agency was asked to implement a training program to ensure reps were properly trained on best sales practices. These practices included specific compliance related activities relevant to specific drug manufacturers.

## Our Next Assignment

The Sales Playbook Certification Program was chosen for the following reasons:

Reason 1: Every workshop delivered by Sales Training Experts delivered a Playbook Best Practices Report. These reports were re-purposed as monthly brand reports to let each brand know the training progress achieved.

Reason 2: Although Turner Sales had a well developed sales process and product playbook, they did not have best practices in tactical and strategic selling skills documented and trained. Adding these elements into the Sales Playbook made sense.

Reason 3: The very specific compliance related nuances in selling pharmaceutical products needed to be captured in the tactical selling skills training. Sales Training Experts took the time and effort to account for brand specific compliance requirements in each of their Playbook Best Practice Reports.

## Sales Playbook Certification Results

Playbook Best Practice Reports created after each of the following workshops:

- Consultative Selling
- Handling Objections
- Negotiation Skills
- Presentation Skills
- Account Planning
- Territory Planning

Best practices were added to the Company Sales Playbook and certification awarded to Turner Sales Agency and each of the agents after approved company testing. The Brands were pleased.



## How do I Further Investigate the Sales Playbook Certification Program

At Sales Training Experts we know that Sales Playbook Certification is a big company decision. You need to make sure it's the right option. You need to engage your team in the decision making process. In the end, you need to be sure that your outsourced provider can deliver on what they promised. Our potential clients have helped us better understand their purchasing decision process. Below are the steps to help you as you consider your sales performance improvement options.

### Step 1: Is this the right option for our company?

Review this brochure and write down questions not answered. Here are some frequently asked questions to get you started.

#### FAQs:

Q: How long does Sales Playbook Certification take?

A: Typical engagements are between 3 to 6 months depending on the size of the sales team.

Q: Is Sales Playbook Certification available for both Outside Sales and are Client Care Team?

A: Yes. Both teams will complete 6 Workshops with different learning specific learning objectives.

Q: We don't have a formalized Sales Playbook in our company. How can we be certified without this document in place first?

A: Client Sales Playbooks are often at various stages of development. We will work with your team to refresh or build your Sales Playbook if required. Many clients are surprised when we uncover many parts of their book, and quickly assemble it into a usable training guide.

Q: What does it cost to complete the Sales Playbook Certification Program?

A: The investment in the program is directly related to the number of participants. The Playbook Certification Program is the highest return on your training investment. Give us a call for a proposal and quote.

### Step 2: How do I engage my team in the decision?

Give us a call we will set up Live Online Discovery Meeting. Invite all the members of your decision team. We will answer questions, present new information, and send you a proposal afterward for your team's consideration. 1-877-353-7253.

### Step 2: How do I know you will deliver on your promises?

Check our references in our proposal.