Developing Sales Talent

Pre-Workshop Preparation

I am really looking forward to meeting with you next week to explore the many ways that we can develop and nurture our sales talent. I am delighted that you have signed up to this programme. Many software businesses rightly obsess about their SEO, their content strategy, their marketing funnel, and their sales metrics (MRR/ARR etc). However not enough pay attention to the critical interaction between salesperson and client.

Let me be clear that when I say salesperson, I mean anyone who is having a sales conversation with the client (regardless of their job role or title). "Salesperson" can mean founder, developer, integrator, SDR, Account Manager (and much more).

If you can develop the quality of your sales conversations (wherever they may occur and whoever may be having them) then you can massively impact your bottom line.

In these workshops we are going to explore two key threads
1. How we identify what an optimal sales conversation looks like for our business and our product. Furthermore, we will explore how we use these insights to identify and prioritise our core sales capabilities
2. We will explore and test a variety of interventions to develop these core capabilities without having to rely on external and generic sales courses and theories. I will show you how to design and deliver relevant and effective interventions that will maintain, reinforce and build your most important sales skills.

To help you make the most of the four hours that we have together I would like you to take a short time out to consider the following questions. Your answers to these questions will help us to frame and focus our conversations on the day.

There will also be a short project to complete between part one and two of the workshop.

1	How would you describe your current sales operation? Consider the following
	■ What level of direct one-to-one interaction do your salespeople have with the prospect?
	■ Do you have a dedicated sales force or is sales done as part of other functions?
	■ How many people in your business are involved in the sales process?
	■ What is the average value of a sale?
	■ How long does a sale typically take from initial enquiry/ first contact to completion?
	■ How much technical or domain expertise is required to sell the product?
2	How experienced are your salespeople? Consider
	■ Length of time in the role
	■ Number of sales jobs they have held
	■ Industry experience (how well do they know your sector)
	■ Track record of meeting and surpassing their target or plan
3	What level of training and coaching have your sales staff received?
	■ In their current role
	■ From previous employers
	■ Informally (through self-study, trial and error etc)
4	What are your biggest sales challenges? Consider
	■ Customer driven challenges
	■ Competitor driven challenges
	■ Internal challenges (product/process)
5	What skills and capabilities are you most keen to develop?
	■ These may be challenges or weaknesses that you have noticed
	■ These may be strengths that you wish to optimise
6	Please detail any specific objectives you wish to prioritise for the course.

These are some Questions to consider before joining our workshop.

You do not have to submit these prior to the workshop but you should come ready to discuss your specific needs with your fellow learners.

If you want to contact me prior to the workshop with your questions, thoughts, or objectives then I would be delighted to hear from you. paul@oceanlearning.co.uk