

Leverage Your Training Resources into a Significant ROI

Your company has already made a significant investment into training and development programs and learning systems. How do you decide what works and doesn't work without throwing the baby out with the bathwater?

The Challenge:

- Deciding how to maximize learning resources is a learning process in itself!
- Converting a training program to a successful online program or product is a learning process, as well.
- One Size Fits All, Doesn't Work Anymore

The Solution:

- Simple, flexible online tool guides you through the process for creating a successful learning system.
- A tool easily adapted to what works for you instead of you having to adapt to what someone else thinks works for you.
- Learning system experts who have built successful talent development programs and products and guided others through this process.

Case Study 1: Boundless Network

Objective: Assist independent sales people to learn how to build an effective sales plan.

Challenge: Few salespeople will take the time to read a book or simple example of a sales plan and build it on their own.

Initial Plan:

1. Simplify the process. Process was broken into manageable chunks of information and early adopter salespeople were invited to participate in online, interactive webinars and conference calls to learn how a little time invested would improve sales performance and increase commissions. Plan your work and work your plan!
2. Management created a collaborative process and used the interactive webinar time to learn what salespeople wanted and needed to help them build a sales plan.
3. Simple forms were developed and tested with a pilot group of salespeople. Feedback was encouraged and the forms were refined and simplified.
4. Management set up One-on-One coaching sessions with a few of the salespeople to gain more interaction and accelerate the process.

New Challenges Appeared: Reality sets in.

1. Within a couple of coaching sessions, individual sales managers were buried by too much data and too many different opinions because each salesperson had very different backgrounds, sales experience, and development needs.
2. The sales managers quickly became sales administrators just trying to keep up with all the information and data.
3. There was no way to scale this process across one hundred sales people and projected growth was to add another 100 sales people over the next twelve months.

The Solution:

1. LeaderXY launched a basic online tool within a few hours after an initial review with Management.
2. The initial forms were customized and added to the online tool within two days.
3. After a brief twenty minute orientation on the system, a couple of the sales managers began using the tool to simply organize the information and data from each One-on-One coaching session they conducted.
4. As Management learned what works and changes in process needed to be made, the LeaderXY tool was quickly adapted and changed to fit what works. Because of the flexibility of the tool, some changes were made immediately and others within a couple of hours.

Success:

1. Sales Managers are becoming much more effective as sales managers versus being sales administrators. Sales Managers are learning how to develop sales people and help them focus on specific sales skill development and sales tactics and strategies that will increase sales performance.
2. Sales people will have a simple step-by-step process on how to build an effective sales plan.
3. The LeaderXY tool will continue to adapt as needed and contains a database architecture for tracking and reporting each individual salesperson's progress and achievements.
4. Boundless now has a learning process that can prove the value of sales planning to new sales people by tracking the sales performance of those salespeople who build a sales plan and work their sales plan.
5. Boundless has a scalable process that will have a significant ROI through individual sales performance increases and scaling sales management talent across more salespeople.