

The Science of Sales Enablement

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mobilepaks

Speakers



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Agenda

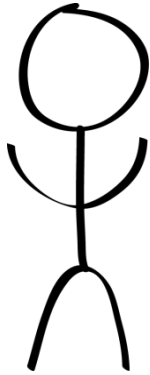
- The Science of Decision Making
Creating the Right Story for Selling
- The Science of Learning
Getting Your Sellers Up to Speed Quickly
- Applying the Science of Sales
Enablement
to Your Content Assets

The Science of Decision-Making

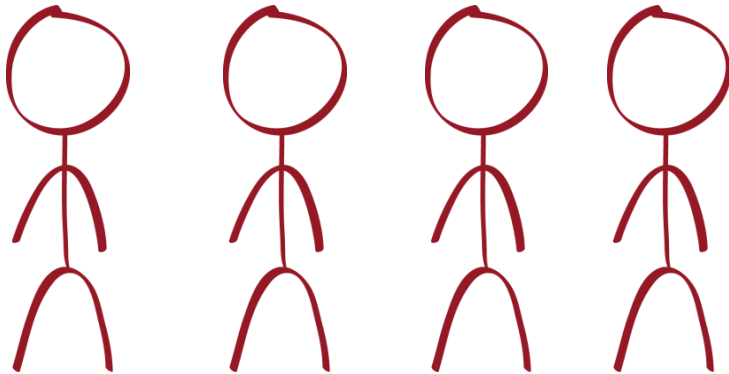
Creating the right story for
selling



Seller Profiles



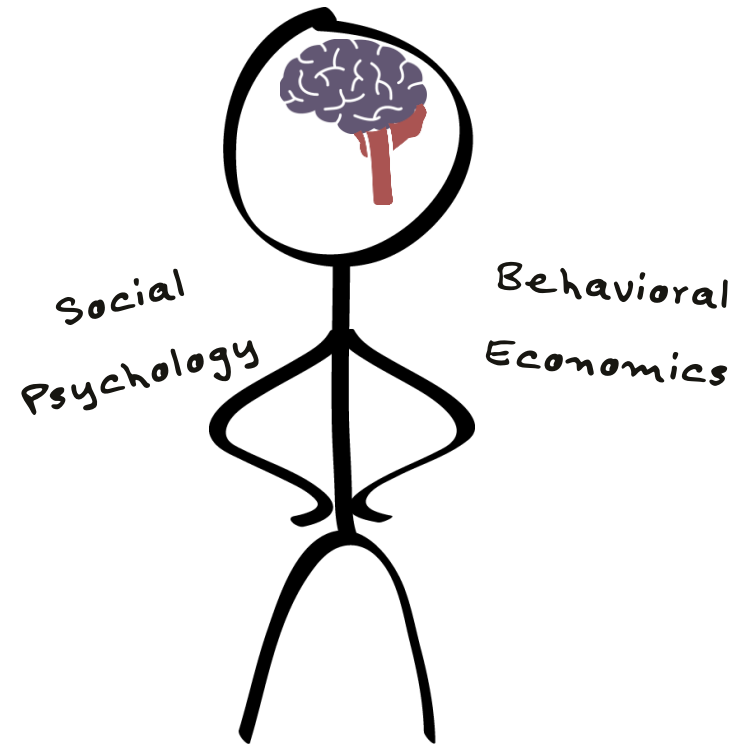
Winner



Losers

Best Practices Imitation

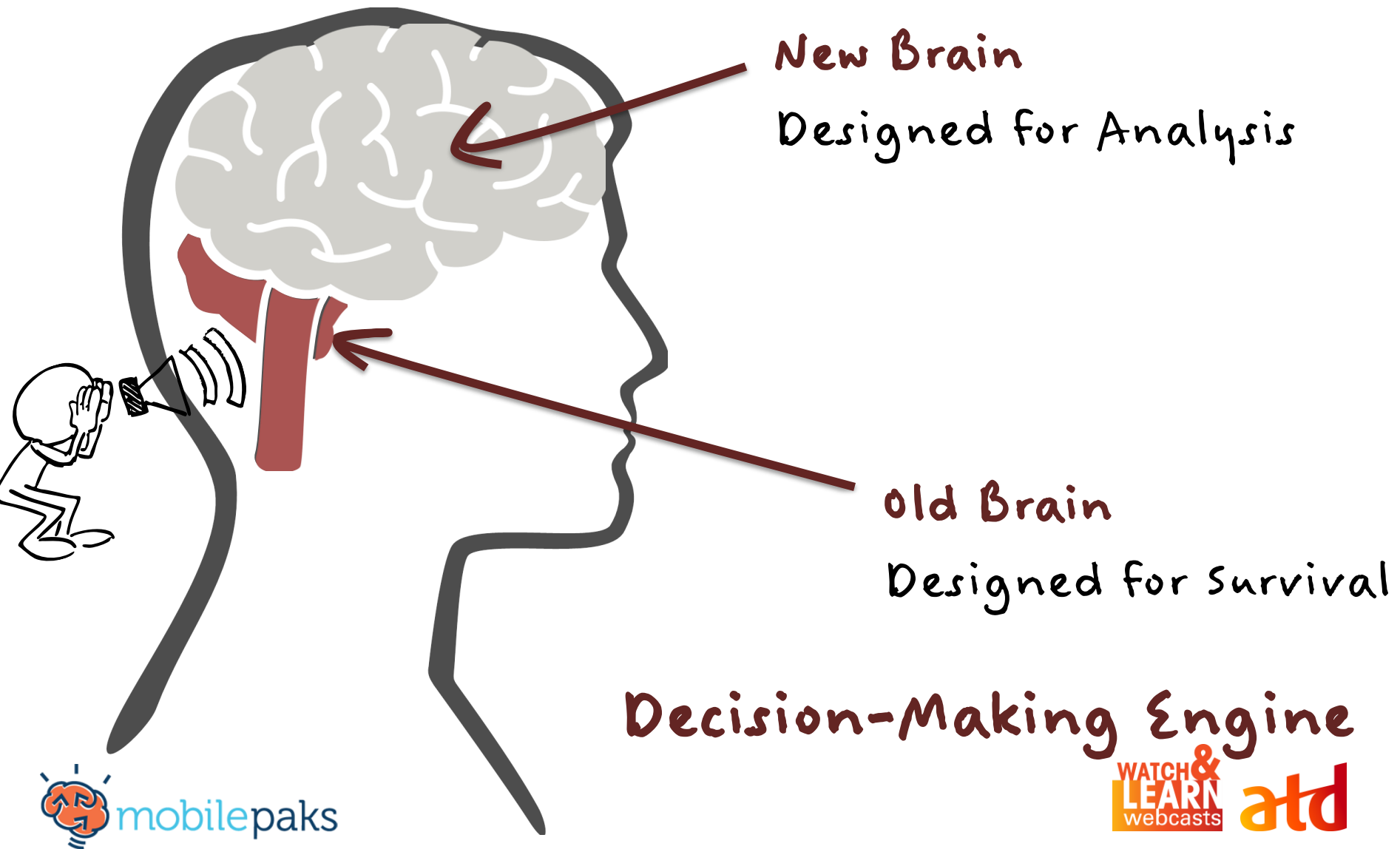
Business Buyer



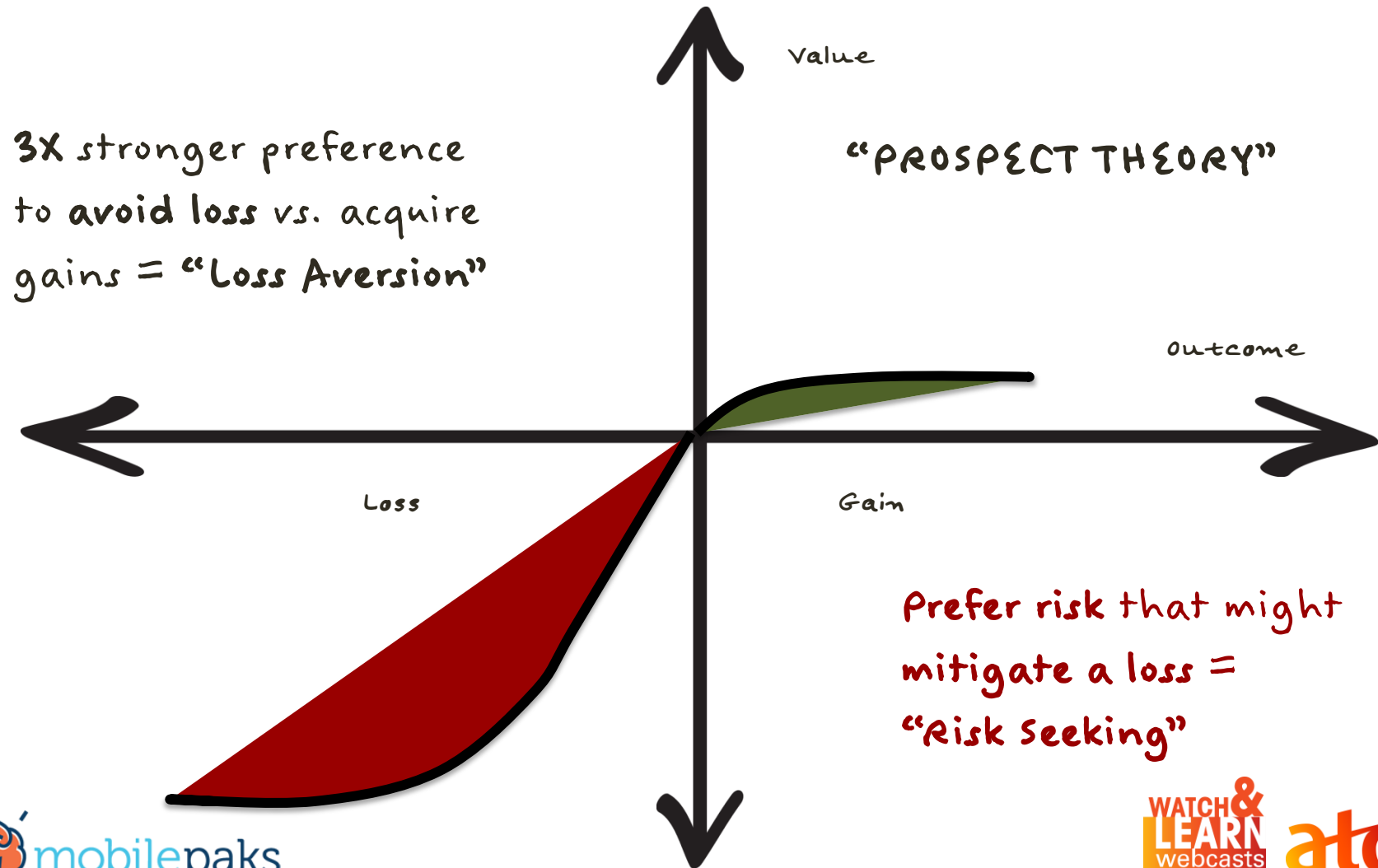
Neuroscience

Decision-Making Science

Neuroscience

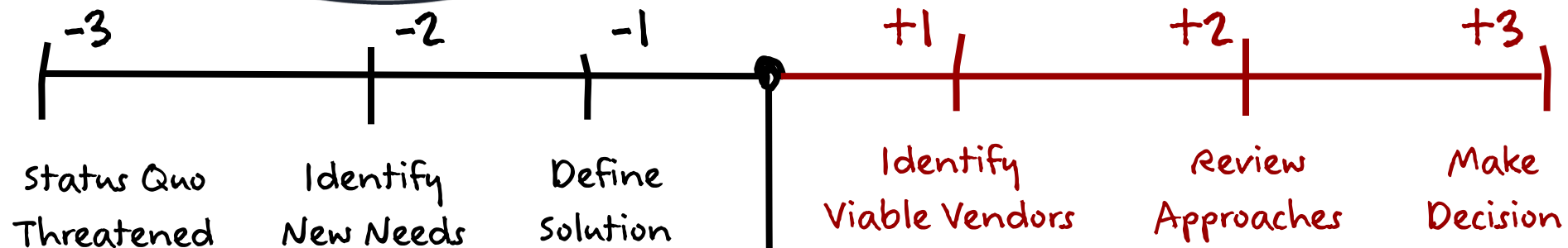


Social Psychology



74%
BUYING VISION

26%
BAKE-OFF



“Why Change?”

- Issues putting you at risk
- Define new set of needs
- Align w/ your strengths

CHANGE MANAGEMENT

“Why You”

- Here's what you say you need
- Here's what we do different
- Here's the benefit you will get

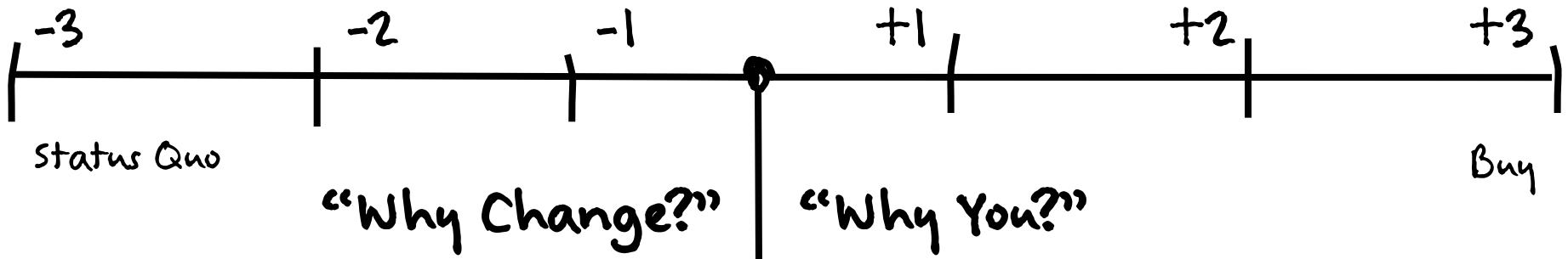
TRADITIONAL SELLING



Only 11%

Get a second call





#1 Most Important?

Opportunity Creation



LEAST PREPARED!

Solution Presentations

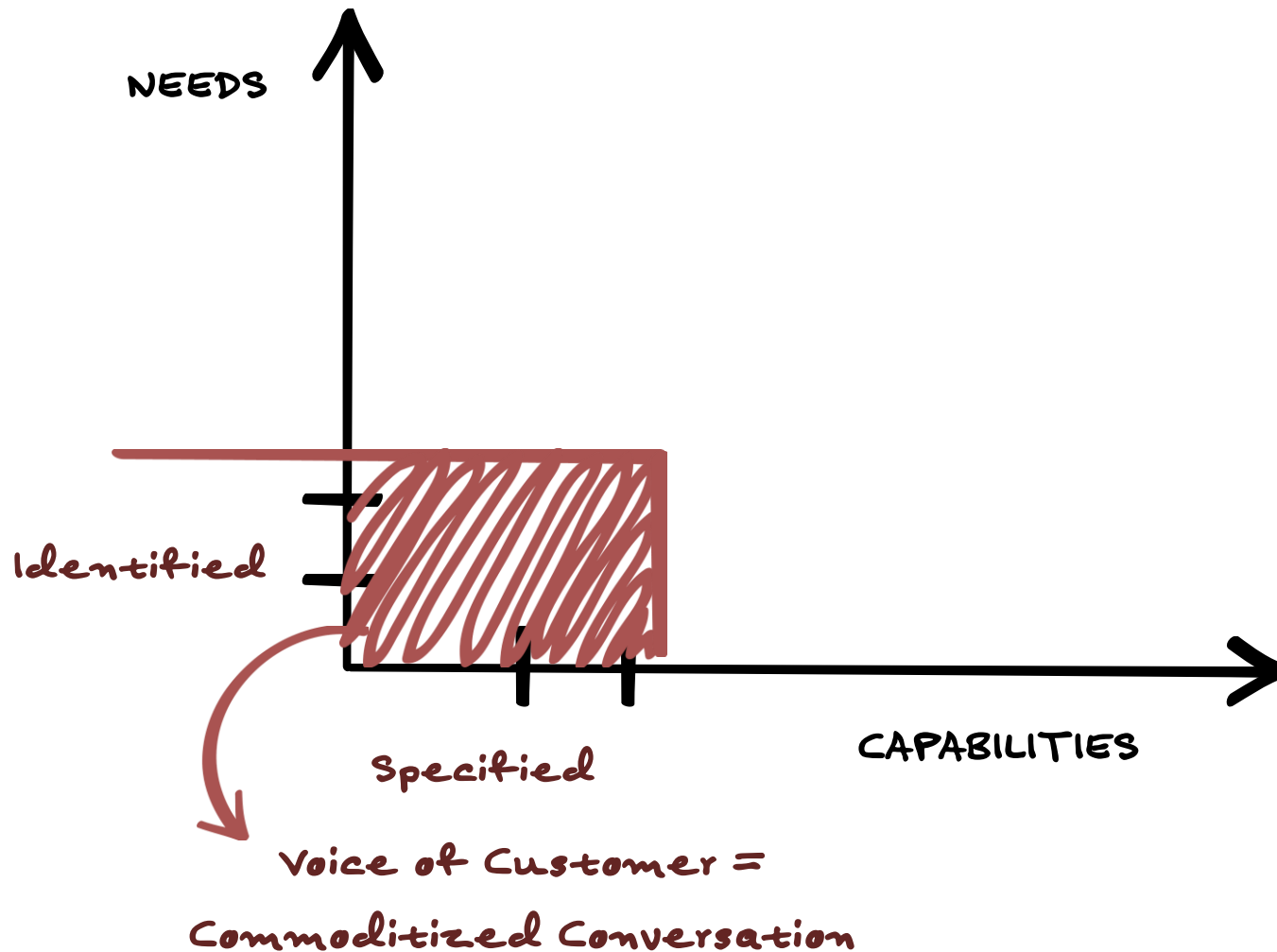
63%

Most Prepared

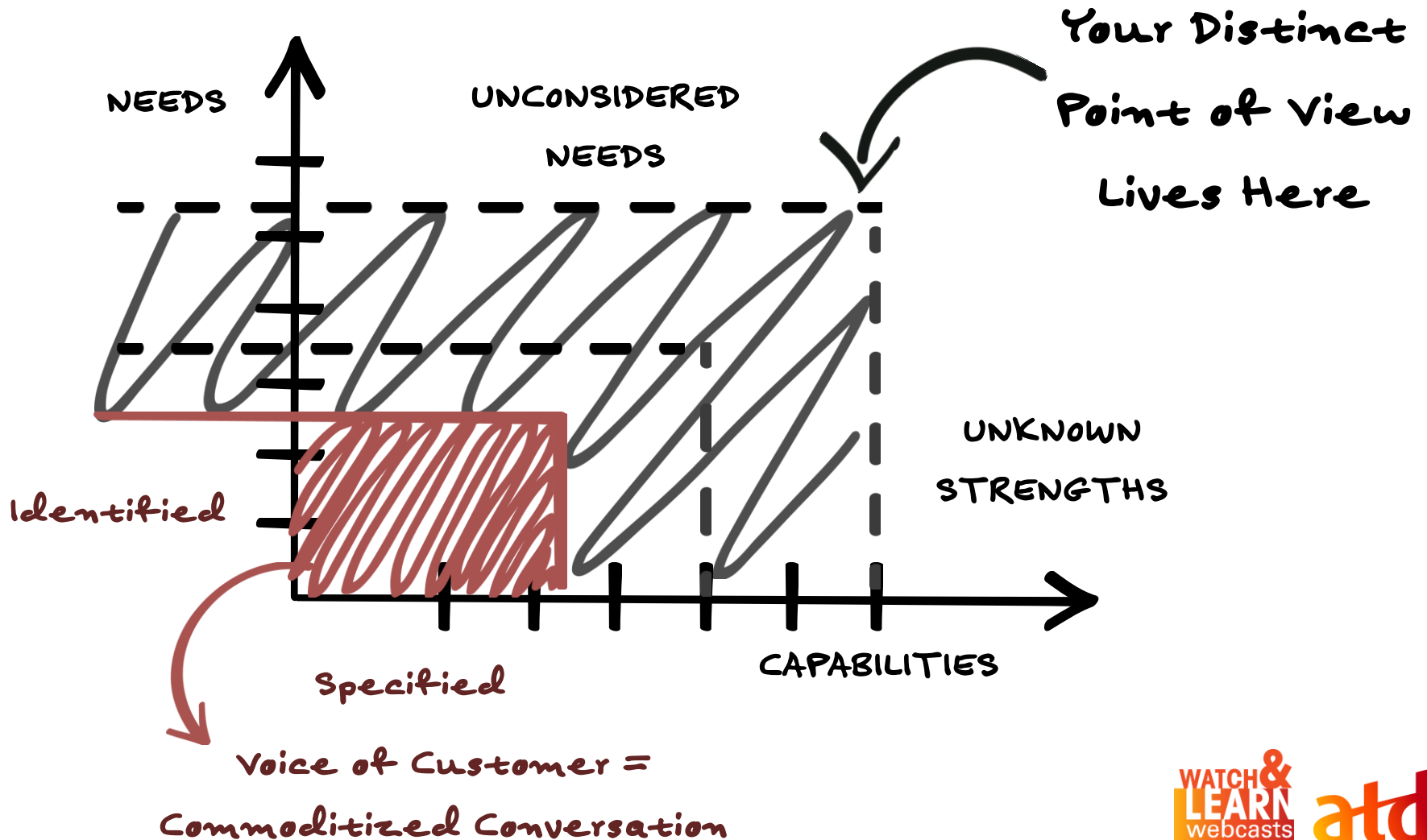
13%

Most Important

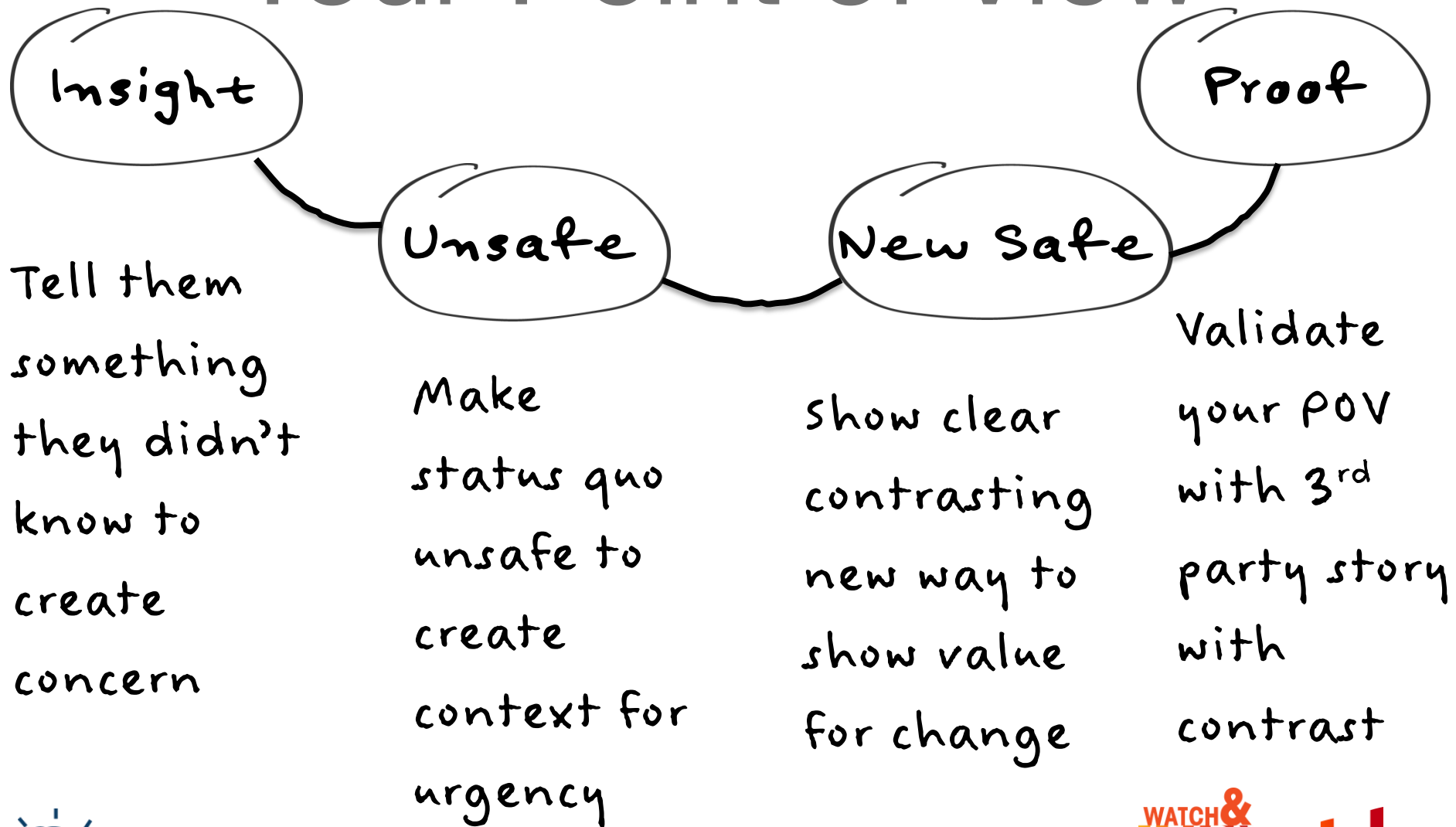
Creating a Buying Vision



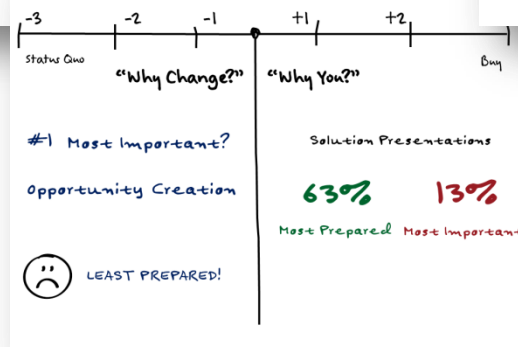
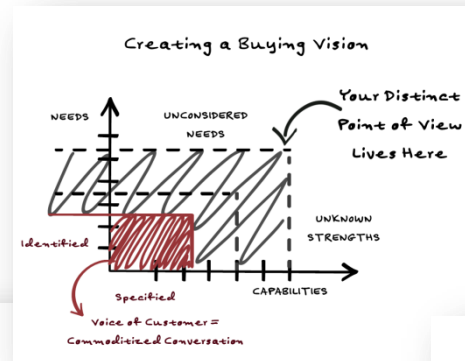
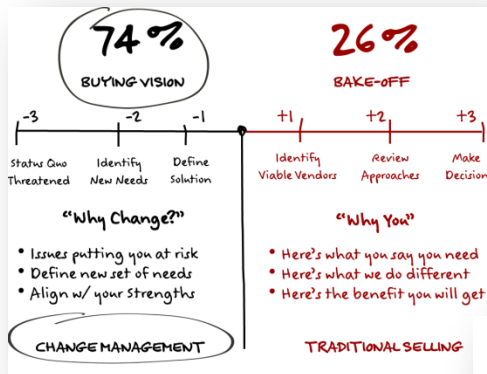
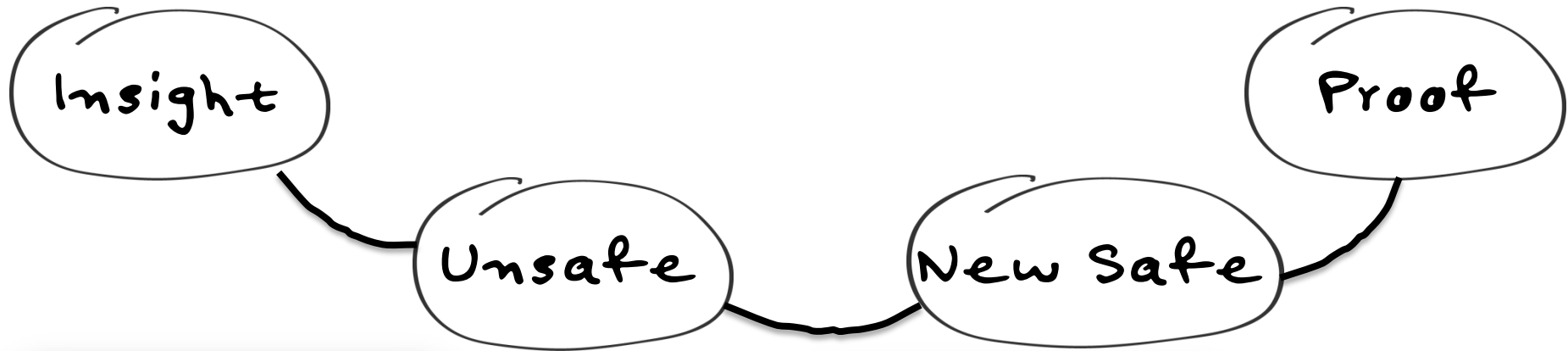
Creating a Buying Vision



Your Point of View



Your Point of View



The Science of Learning

Getting you sellers up to
speed quickly to sell
your unique point of
view



Learning Basics

catch, code and remember



Attention



Encoding



Storage

Builds up with
studying and
use



Retrieval

How easy it
comes to mind

Memory Strength

Forgetting: Nature's Spam Filter

Beware Fluency Illusions



Retention Science



Short chunks
of knowledge



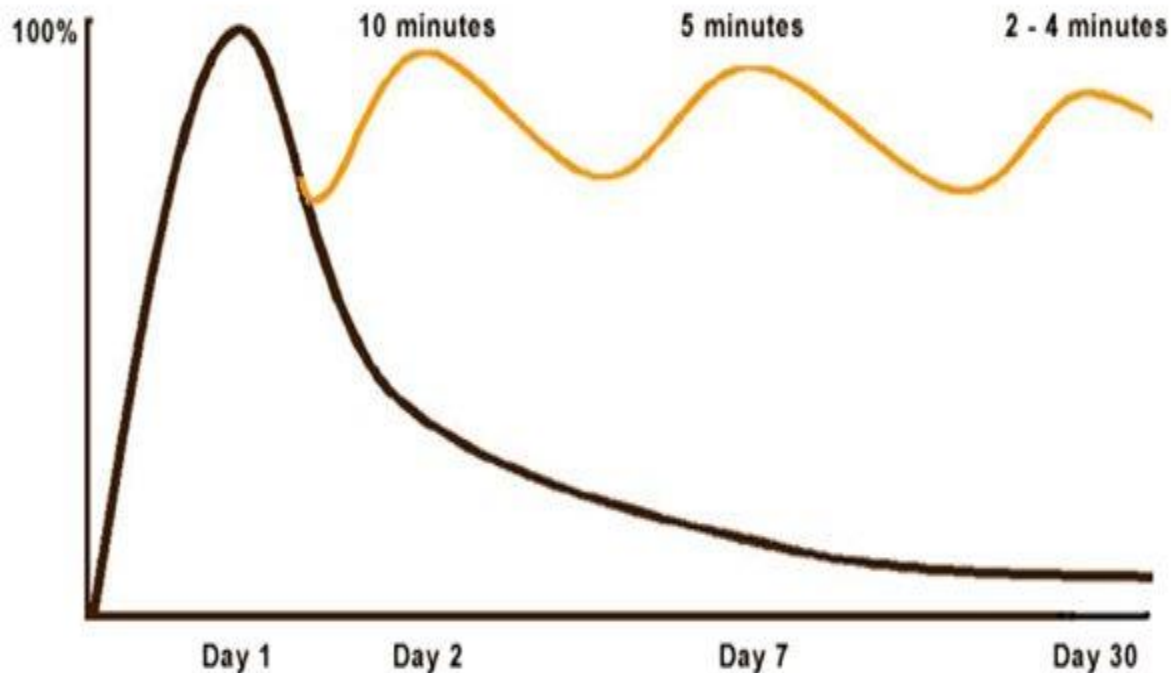
Retrieval
practice to
strengthen
memory
storage and
retrieval



In context,
on-demand

Spacing

Maximizes Training Investment



Deepens the learning of a subject or skill

Not just a little, but a lot!

Distraction

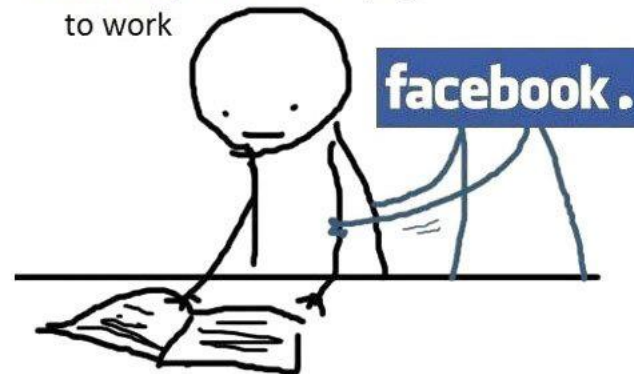
Diversion

Interruption

Forgetting

can actually be
good for your
reps...

Facebook please i am trying
to work



Followed by Retrieval Practice

Applying the Science of Sales Enablement

To Your Content



Example: Sales Playbook



- Usually a PDF with links
- Reps download from portal
- 25-75 pages of dense content
- \$25,000 to 50,000 to produce (all in)
- Maintained annually

Pros and Cons

of this format

Overview Customer Needs Sales Process Use Cases Sales Resources
Segment Success Cases Making the Financial Case for Cloud

Use Case Summary – Benefits and Differentiators

AT&T's solution provides significant TCO reduction and predictable IT spend. AT&T's solution is preferred due to broad product support and secure network integration.

Solution Benefits	AT&T Solution Value Proposition
Benefits <ul style="list-style-type: none"> Lower OpEx since spend can scale with workload <ul style="list-style-type: none"> Little incremental on-premise IT support On-demand compute provisioning increases productivity and reduces time to market No datacenter costs – no additional rack space/utilities Reduced CapEx due to higher asset utilization and no up-front hardware investment <ul style="list-style-type: none"> No "step-wise" IT spend with infrastructure upgrades 	Differentiator 1 <ul style="list-style-type: none"> "AT&T provides secure, network-integrated infrastructure." Seamless integration with customers' virtual private networks (data never leaves network) Differentiator 2 <ul style="list-style-type: none"> "AT&T ensures enterprise-grade reliability on a fully redundant, multi-tenant platform." QoS (99.9% SLAs) and end-to-end management between cloud, wireline and wireless networks Constant availability as #2 hosting provider in the U.S. with global wireline and wireless network Differentiator 3 <ul style="list-style-type: none"> "AT&T offers end-to-end solutions for all customer IT network and infrastructure needs." AT&T is uniquely positioned to meet the entire spectrum of customer needs – from network access and security to cloud-based IT infrastructure, devices and managed services

Return on Investment

5-Year TCO

Solution	5-Year TCO
Existing Solution	\$1.8M
AT&T Solution	\$0.9M

Financial Metrics

- TCO Reduction 48%
- ROI 22x
- Payback 3 months

Sources: PwC research and analysis; AT&T product information

70 Virtualization for Enterprise AT&T Proprietary (Internal Use Only). Not for use or disclosure outside the AT&T Companies except under written agreement. Making the Financial Case for Cloud (8 of 14)

Pros

- Aggregates best practices
- Aids in cross-team alignment
- Solid sales reference asset

Cons

- Poor Attention and Encoding format
- No memory retrieval practice



Apply retention science

1



Short chunks
of knowledge

2



Retrieval
practice to
strengthen
memory
storage and
retrieval

3



In context,
on-demand

Apply retention science

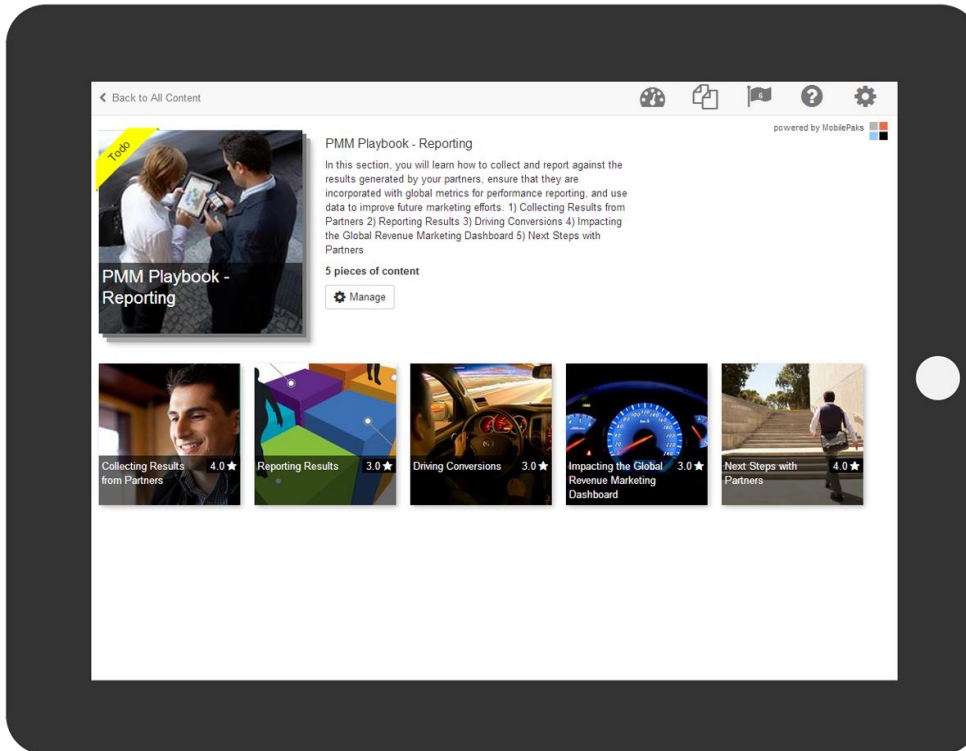
1



Short chunks
of knowledge

Organize your content

Into topics/chunks that are easy to access



✓ **Short and modularized for quick reference**



SCIENCE: Small digestible chunks aid in attention, encoding and memory strength

Apply retention science

Include interaction and retrieval practice.

2



Retrieval
practice to
strengthen
memory
storage and
retrieval

Build with Retrieval Practice



✓ **Interactive with “Spacing”**



SCIENCE: Timed intervals at 2, 7 and 30 days with knowledge checks, flashcards, games

✓ **Mix it up (interleaving)**



SCIENCE: Aids in transferring a skill to different contexts (AKA sales scenarios)

Apply retention science

In context, a part of the daily routine

3



In context,
on-demand

Just-in-time, when they need it



Relevant playbook module paired with marketing content.

✓ **On-demand and intelligent recommendations**



SCIENCE: Context effect



✓ **Apply and Perform**



SCIENCE: Turbo boosts retention 20-30%

Proof That It's Working

No fluency illusion. Real indicators of sales effectiveness.



- ✓ **Behavior tracking**
Use, feedback, competency and top performers
- ✓ **Revenue metrics**
Pipeline velocity and quota achievement
- ✓ **Content ROI**
Know which assets make a difference

Key Take Aways



Science of Decision-Making

- ✓ Use Buyer-Centric research, not Seller-Centric practices
- ✓ Create a buying vision, don't wait to win a Bake-Off
- ✓ Tell stories that meet unconsidered needs to differentiate



Science of Learning & Content

- ✓ Memory strength is both a storage and retrieval challenge
- ✓ Sales enablement programs grounded in retention science improve sales effectiveness
- ✓ Look to new technologies to help augment programs and solve the human memory challenge

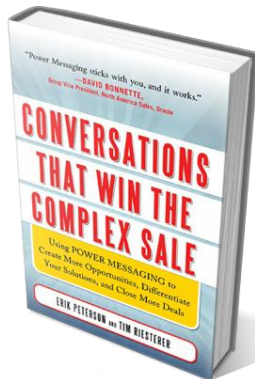
Additional Resources



Download free resources from **MobilePaks**:
<http://mobilepaks.com/knowledge>



Explore the **Conversation University**:
<http://corporatevisions.com/conversation-university-public/>



Conversations that Win the Complex Sale,
co-authored by Tim Riesterer:
<http://conversationsthatwin.com>

Feel free to email questions to marketing@mobilepaks.com,
and we'll get back to you!

