

Learning & Development Strategy for Sales: Driving ROI from the sales training spend

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Typical consulting services I can provide

- Setting strategy by direct connection to business goals
- Strategic planning for sales training: prioritising and budgeting
- Creating a Client Engagement model to understand business needs and set priorities
- Creation and application of competency models
- Creation of learning roadmaps for each sales role
- Creation of skills and knowledge assessments
- Analysis of competency gaps to set priorities
- Advice on international and multi-cultural issues in sales training
- Help with selection and management of external training providers
- Creation and management of sales training curriculum
- Creation of certification programs for sales people
- Building a business case for training investment
- Advice on use of Performance Support Tools as supplement to training
- Development of New Hire training programs
- Advice on design of large-scale sales training events with complex parallel streams