

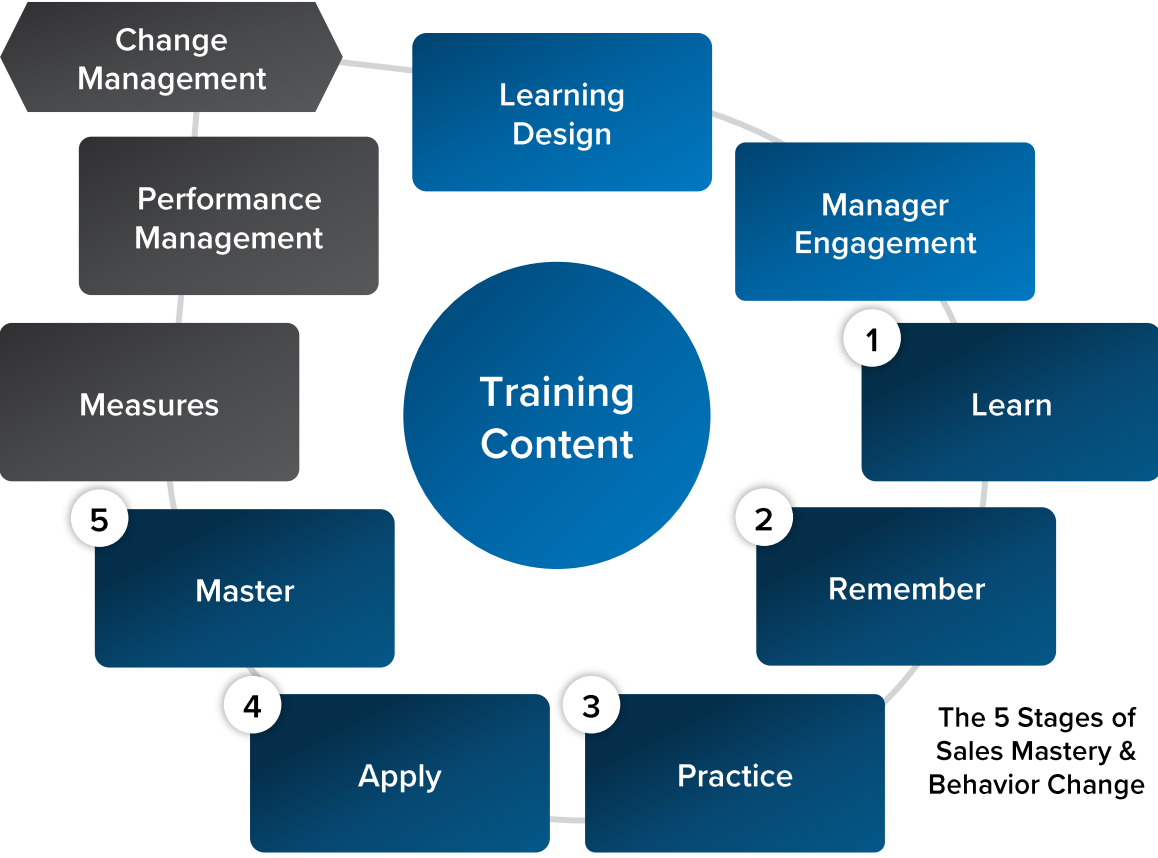


The Sales Training System

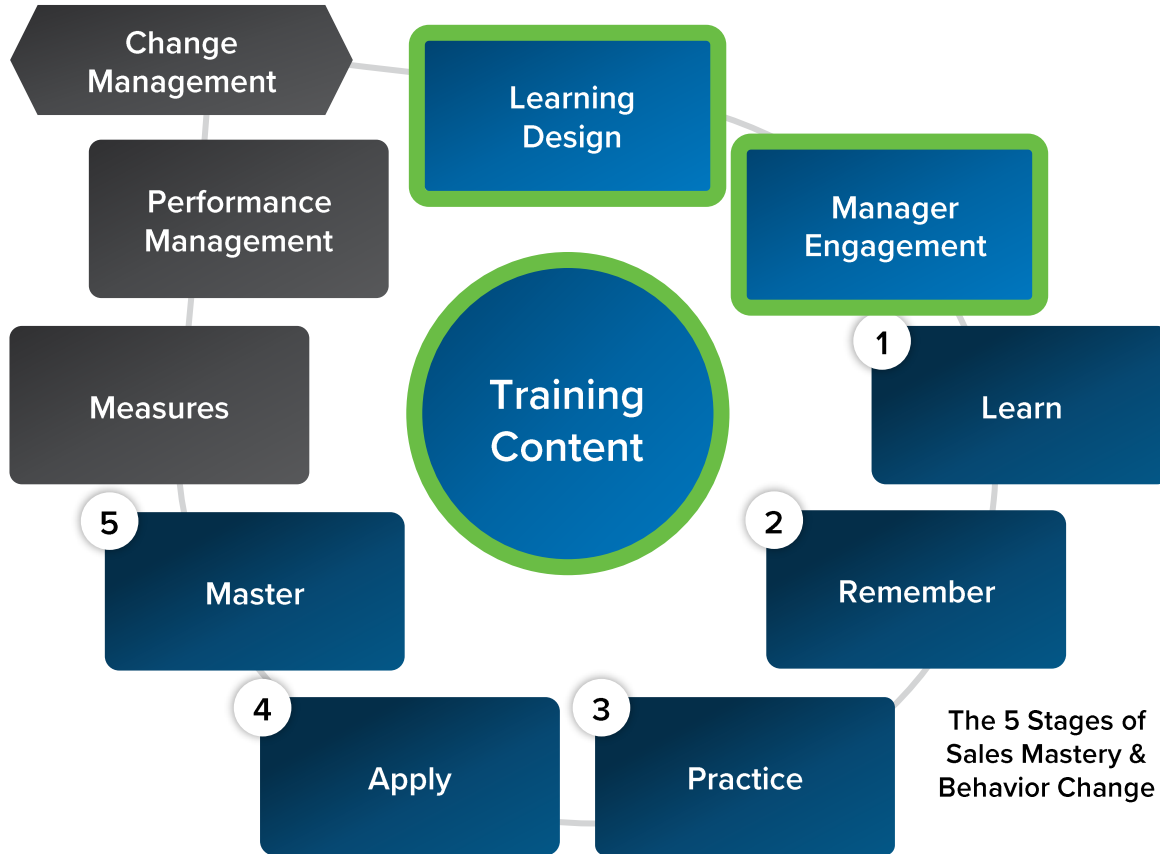
Mike Kunkle

Vice President, Sales Effectiveness Services

The Sales Training System



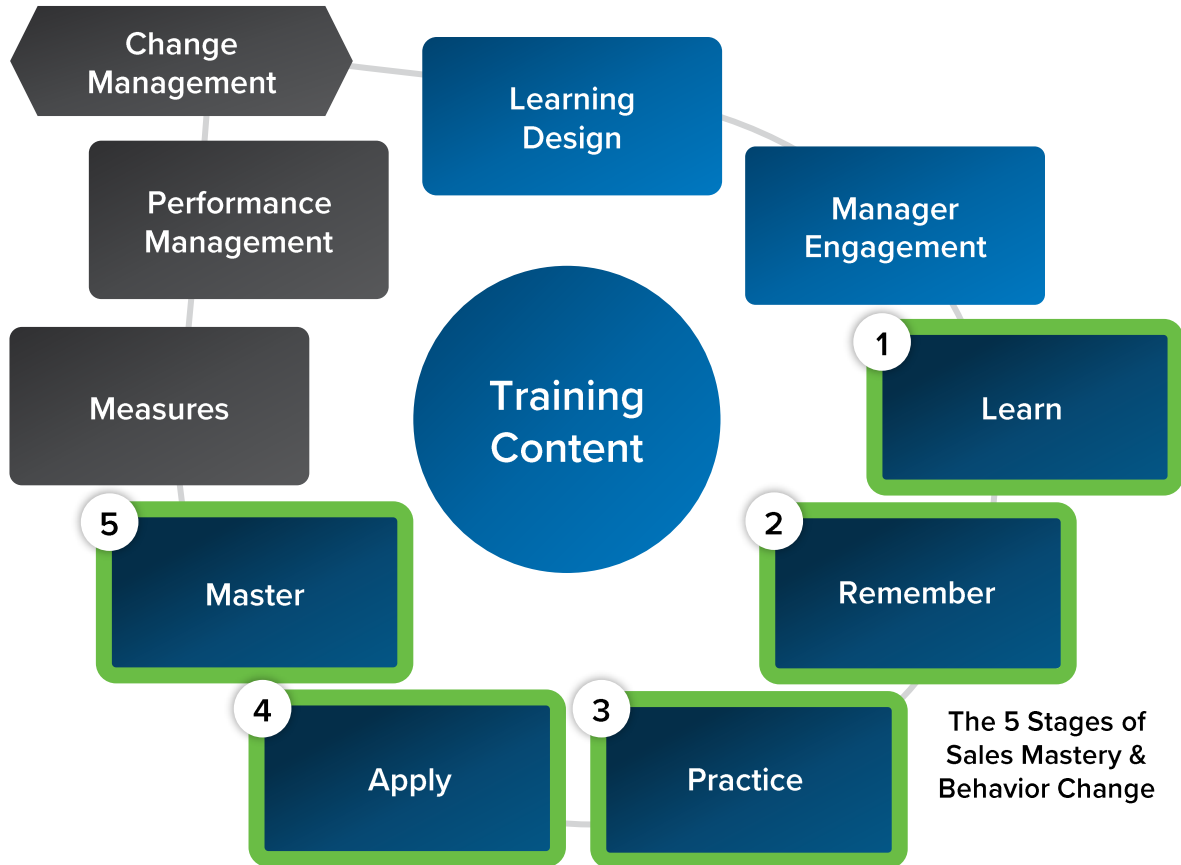
The Sales Training System: Prepare for Change



Prepare for Change

- ◆ Ensure that your training content will get results
- ◆ Design a great learning experience
- ◆ Engage, enable, and empower frontline sales managers

The Sales Training System: Guide the Change



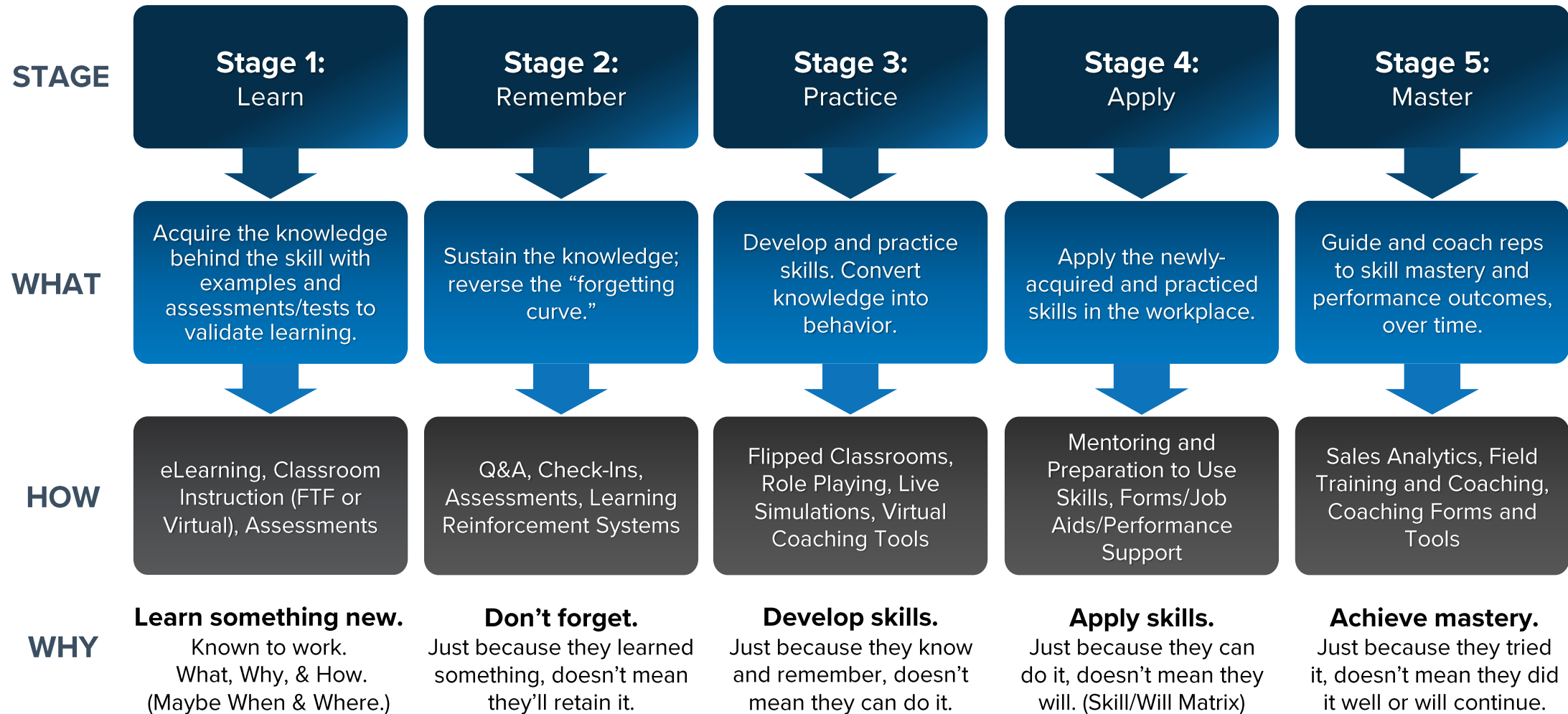
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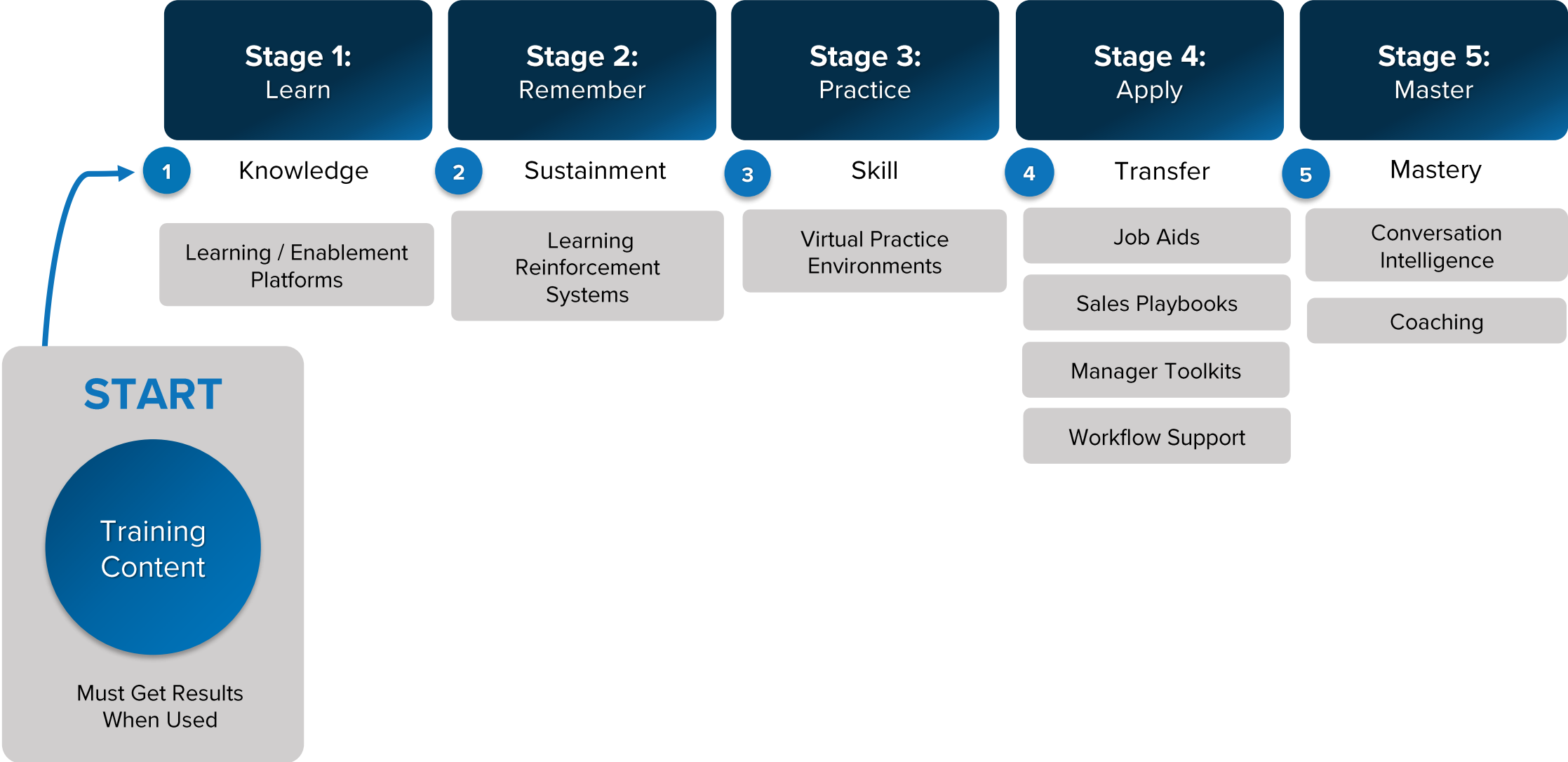
Guide the Change

- ◆ Teach the content, validate learning occurred
- ◆ Sustain the knowledge
- ◆ Develop skills (practice with expert feedback loops)
- ◆ Transfer and apply skills on the job
- ◆ Coach to mastery over time

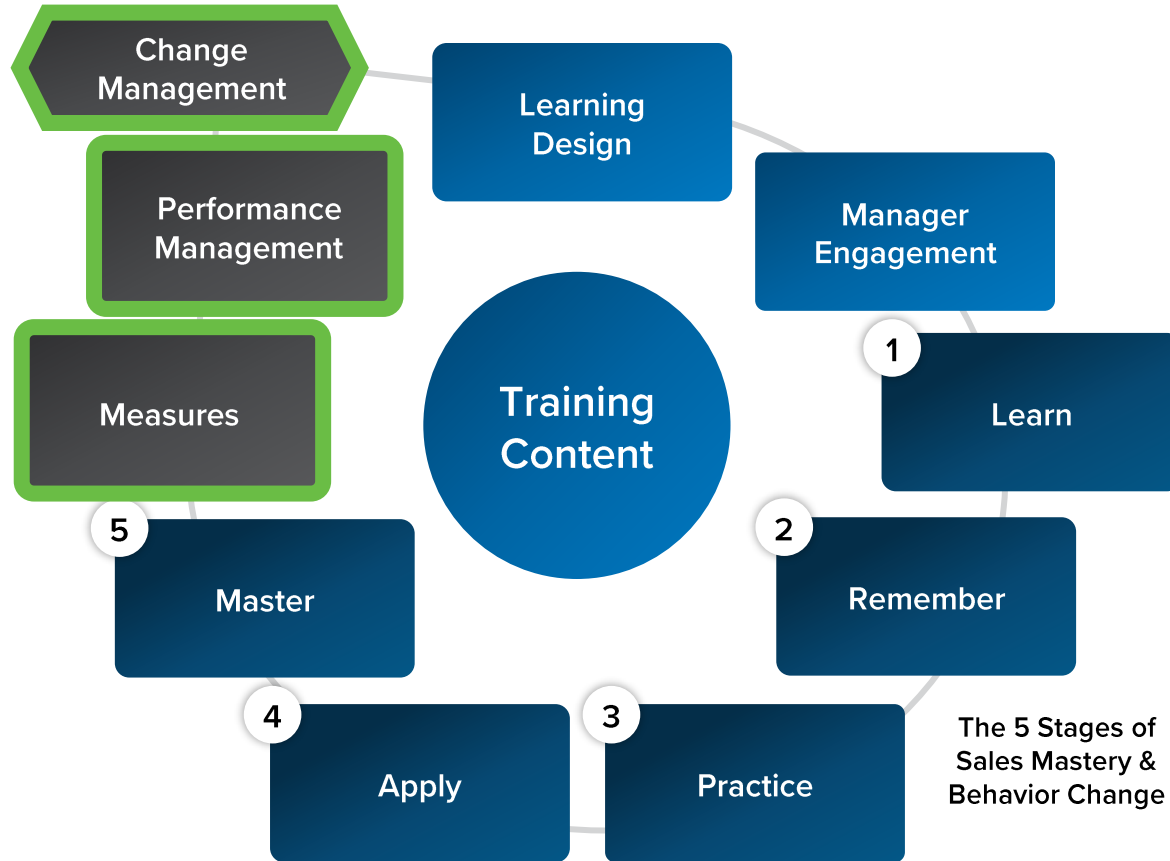
The 5 Stages of Sales Mastery & Behavior Change (Detail)



How Sales Tools/Services Can Support The 5 Stages



The Sales Training System: Cement the Change



Prepare for Change

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- ◆ Design a great learning experience
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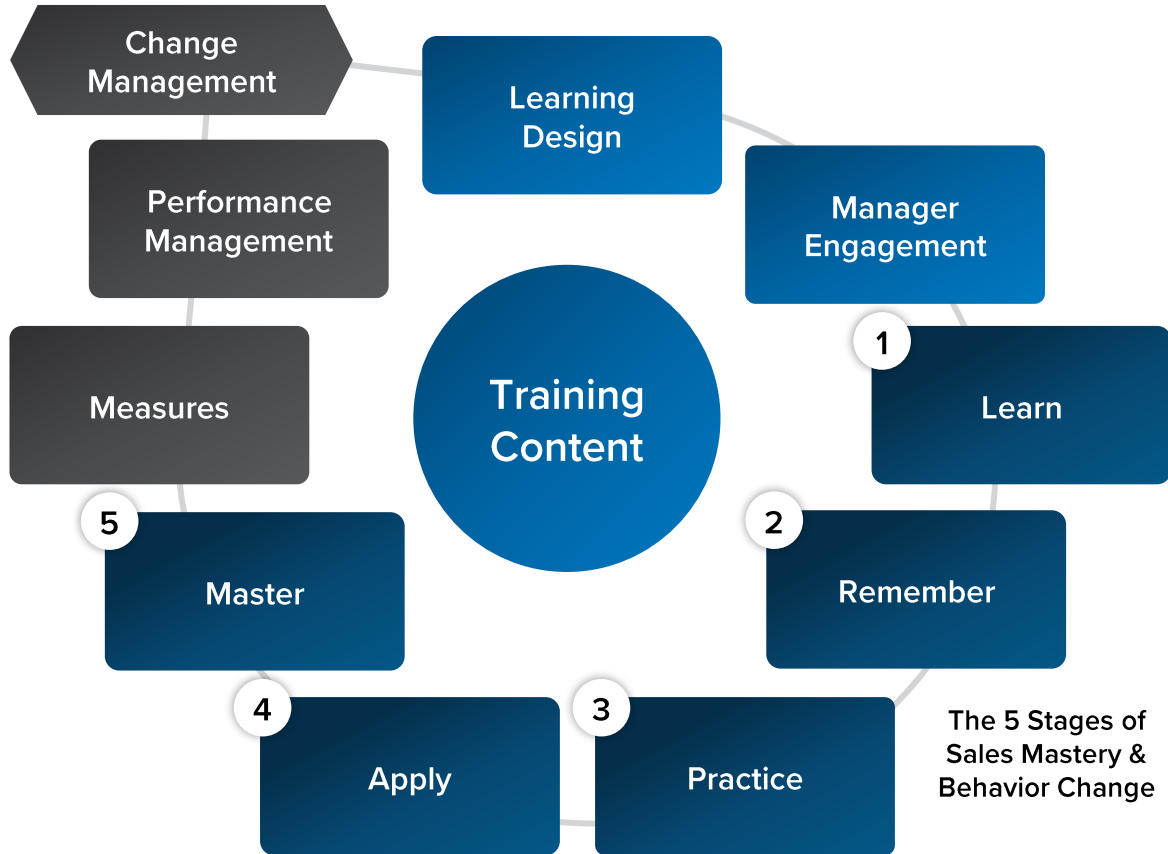
Guide the Change

- ◆ Teach the content, validate learning occurred
- ◆ Sustain the knowledge
- ◆ Develop skills (practice with expert feedback loops)
- ◆ Transfer and apply skills on the job
- ◆ Coach to mastery over time

Cement the Change

- ◆ Get metrics and measures in place
- ◆ Manage to behavior and performance expectations
- ◆ Lead and manage the change until it cements in the culture

The Sales Training System



Prepare for Change

- ◆ Ensure that your training content will get results
- ◆ Design a great learning experience
- ◆ Engage, enable, and empower frontline sales managers

Guide the Change

- ◆ Learn: Train the content, validate learning occurred
- ◆ Remember: Sustain the knowledge
- ◆ Practice: Develop skills (practice with expert feedback loops)
- ◆ Apply: Transfer and apply skills on the job
- ◆ Master: Coach to mastery over time

Cement the Change

- ◆ Get metrics and measures in place
- ◆ Manage to behavior and performance expectations
- ◆ Lead and manage the change until it cements in the culture

APPENDIX



Mike Kunkle

VP, Sales Effectiveness Services



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Mike Kunkle is a respected sales transformation architect and an internationally-recognized expert on sales training, sales effectiveness, and sales enablement.

Mike has spent 37 years in the sales profession and 27 years as a corporate leader or consultant, helping companies drive dramatic revenue growth through best-in-class training strategies and proven-effective sales transformation systems. At one company, as a result of six projects, he and his team enabled an accretive \$398MM in revenue, year-over-year. At another, new sales reps with 120 days on the job were outperforming incumbent reps with five years with the company.

Mike is the founder of Transforming Sales Results, LLC, and today works as the Vice President of Sales Effectiveness Services for SPARXiQ, where he advises clients, publishes thought leadership, speaks at conferences, leads webinars, develops sales training courses, delivers workshops, and designs and implements sales enablement systems that get results. He collaborated with co-author Doug Wyatt to develop SPARXiQ's [Modern Sales Foundations](#)[™] curriculum and also authored SPARXiQ's [Sales Coaching Excellence](#)[™] course. His book on *The Building Blocks of Sales Enablement* is available on Amazon.

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SPARXiQ Blog	https://sparxiq.com/author/mikekunkle
Sales Effectiveness Straight Talk Webinars	https://bit.ly/MikeKunkle-OnDemand (60 Free Recorded Webinars)
The Building Blocks of Sales Enablement Book	https://bit.ly/BBofSE (Paperback and Kindle)
Mike's LinkedIn Articles	http://bit.ly/MK-LinkedInArticles
Mike's LinkedIn Profile	https://www.linkedin.com/in/mikekunkle
Mike on Twitter	https://twitter.com/mike_kunkle

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Need support with something for *your* sales transformation?

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