VIRTUAL TRAINING SURVIVAL GUIDE

Why Leaders are Doing 2x Training With Their Teams

1. **More Time**. Use downtime to sharpen the saw!

2. **New Skills**. Pandemic selling requires more empathy, rapport, engagement, questioning, bridging, & more!

3. **Quantity Down = Quality UP**.   Fewer deals top of funnel means a higher percent must come to bottom.

4. **I'm in Control**. With so much out of control, leaders help their teams focus on something that is in theirs.

5. **Teaching Customers.** Help face-to-face customers to love virtual sales too. It's never going 100% back. . .

6. **Competitive Edge**. Greenlight? Beat the competition by coming out stronger (Get halfway there now with #2).

Assess Your Virtual Training

Many businesses are scrambling to build team training or convert instructor led training ("ILT") to virtual delivery. If you're assessing internal or external solutions, use this guide to help you.

1. **Outsource for Speed**. Building quality virtual training curriculum takes years. Use internal departments for product, customer acumen and process. Outsource systems training and sales training.

2. **Sync What?** A-synchronous is self-paced training. It's eLearning modules, reading, research, etc. that isn't live. Synchronous training means it's live and likely happening via Zoom, WebEx, etc. No one can stomach either all day, so look for a blend of both from your solution.

3. **Expertise Still Rules**. Some things can be taught by a professional facilitator instead of an expert. Sales can not. Ask about the author's background, reference material and experience – including specific fields. Don't let a college professor or field seller train your team how to sell virtually.

4. **Click-Click-Test-Snooze.** If you're online trailing is mostly recorded PowerPoints + quiz, your team may be in trouble. Adults have to interact with material to learn it, retain it, & use it. If you can't get "Interactive Micro Learning," use the virtual (webinar) tips to add value for your team and then go shopping for better quality.

5. **Many Paths**. You want your learning library to address new hire and ongoing training + be searchable to recommend targeted individual development (e.g. reps struggling with…)

6. **Reality Please.** Most eLearning is built to help the masses, meaning it's generic by definition & unlikely to contain reality-based examples to aide application. Ask to see how the training uses real-life examples.

7. **Less (and More) is More.** Best practice is short modules ("Micro-learning") and lots of variety. Because people learn in different ways, we want different types of assets teaching. An all-video library works for 1 kind of learner.

Need Virtual Sales Rep or Manager Skills For Your Team?
Call (480)-630-5318 or email info@factor8.com

Get More Out of Team Virtual Training

If you're using free webinars or all-company resources for team training, use these skills to take it to the next level for your team and see real application and behavior change.

1. Train together with the entire floor or team – make a master schedule so everyone is focused on a skill together

2. Add team interaction to webinars to convert a "meeting" to a training with pre and post webinar calls:

3. Management pre call: set post-training expectations and goals

4. Management post call: Discuss applicability for team, determine best points, share examples of potential skill use, then assign actions: write scenarios, write coaching guide, write sample scripts, find call recording samples

5. Add Application for Reps: Don't just tell the team what to do, show them and create chances for them to do it themselves using company-focused scenarios, examples, and even sample messaging / scripts.

6. Schedule Training: Give reps time to work on their own messages from sample scripts, discuss situations to use skills and similar experiences, practice delivery using role-play scenarios, and give each other feedback.

7. Add post-training challenges like best script, best recorded call, most customer callbacks, highest score. This will encourage reps to actually try new skills and give you wins to celebrate!

8. Keep call coaching focused on this new skill for a month

When behavior change is critical, use the 1-2-3 Punch:

Meeting / Webinar	Training	(Call) Coaching
Presentation of new information, strategy WHO, WHAT, WHY focused. Company line. Leader or external expert led. One way + Q&A. 30-60 min	Developing new behaviors & skills. HOW and WHERE focused. Hand's on practice & sharing. Interactive. Customized. Learner led / facilitated. 90-120 min	Custom feedback on skill application to improve skills & confidence. A call is present. WHEN and HOW focused. 1:1 to 3:1. 2-way. Question-based. Focus on 1 skill at a time. 30 – 60 min

Let us do the heavy lifting. Inside sales training, activities, coaching guides, contests and more. All 100 % virtual.

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