

# BUSINESS PLANNING

## BUSINESS DRIVERS

Volatility in the market place is high. Change and competition are becoming more effective and the workload on the sale force is becoming greater.

Key drivers for the program are to help the sales force prioritise and make smart decisions on where to focus and who to focus on.

Desired outcomes are more quantitative sales funnel, particularly focused on the longer term, and ultimately, increased market share.

## KEY SUCCESS FACTORS

- 1 High level of sponsor engagement
- 2 Supported by sales manager commitment
- 3 Follow up Cadence
- 4 Application focused workshops
- 5 Alignment with tools and processes



Engagement, readiness & planning



Manager Coaching workshop



Business planning workshop



Managers' Virtual Coaching



Managers' Virtual Coaching



Managers' Virtual Coaching



Managers' Virtual Coaching

18 weeks



"People are following the structure and methodology"

"People are working differently as a result of the program"

"There have been quantitative changes as well as qualitative ones"

"Operating mechanisms are in place and are being followed"



9/10

Found the training to be valuable



9/10

Agree that the training will benefit their business



92%

Of the class engaged, exchanged ideas and participated



9.8/10

Facilitator performance score

"There have been quantitative changes"

mentor



# Who are Mentor Group and what are our differentiators?



## About Us

Mentor Group is a data-led sales transformation company, dedicated to driving exponential sales transformation, productivity and performance with digital-first enablement.

Put more simply; we help organisations sell more often, for more money, faster than ever before.



You can verify this ISO 27001 accreditation by clicking [here](#), and using the reference number 227526.



## Partnership Collaboration

**A dedicated Account Manager** who will support the program's success and conduct regular reviews with you

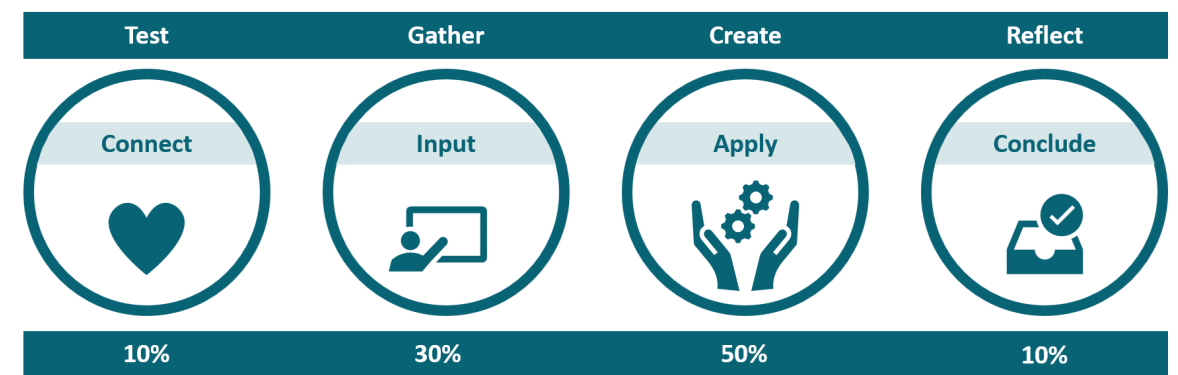
**An Account Director** to provide oversight of the project and provide you with a channel through which to escalate problems

**A Client Success team with named contact** to support your administration requirements






**An Engagement Leader and Subject Matter Expert** who will oversee the design and delivery

## Mentor Group's Application-Based Learning

To provide full brain application-based learning, Mentor Group designs learning around its CIAC framework – Connect-Input-ApPLY-Conclude. Each stage is designed to stimulate every participant across the full range of neurological learning functions through facilitated activities.



# Different Delivery Approaches

 <p><b>Virtual Instructor Lead Training (VILT)</b></p> <ul style="list-style-type: none"> <li>• Maximum 90 minutes sessions using application based learning</li> <li>• Maximum of 3 per day</li> <li>• Group size of up to 12</li> </ul>	 <p><b>Instructor Lead Training (ILT)</b></p> <ul style="list-style-type: none"> <li>• Typically a full day sessions using application based learning</li> <li>• Group size of up to 17</li> </ul>	 <p><b>Digital Learning</b></p> <ul style="list-style-type: none"> <li>• Delivered on demand via our Kairos platform</li> <li>• Includes knowledge checking and gamification</li> </ul>	 <p><b>Coaching as a Service (CaaS)</b></p> <ul style="list-style-type: none"> <li>• On demand access to Mentor Group coaches</li> <li>• Working on specific business challenges and opportunities</li> <li>• Flexible consumption model</li> </ul>	 <p><b>E-Seminar (Webinar)</b></p> <ul style="list-style-type: none"> <li>• Large groups of up to 500</li> <li>• Maximum 1 hour</li> <li>• Supported by Adobe senior leaders and SMEs</li> </ul>
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# Sales Performance Coaching - Areas of Focus

Coaching is focused on delivering results in 3 key areas, across sellers and sales leaders.



**Topics could include:**

**For Sales Leaders**

- Improving sales effectiveness and operational rigour
- Improving forecast accuracy
- Improving big deal close success forecasting
- Increasing active pipeline

**For Sellers**

- Accelerating the sales stages
- Buying coalition engagement & influence
- Consultative and value selling stratagems
- Deal planning & reviews
- Unblocking stuck deals

**Measures of Success/Indicators could include:**

**For Sales Leaders**

- Leading – Pipeline values, volumes and velocity
- Lagging – New order intake

**For Sellers**

- Leading – Number of deals past discovery
- Lagging – New order intake

# Award Winning Solutions



The **SaaS Awards**

**WINNER 2022**

Best SaaS Product for E-Learning - Kairos

*"Mentor Group's Kairos provides a modern and flexible learning experience platform to help sales teams optimize performance through dynamic and autonomous employee training. As the nature of workplace learning is rapidly reconceived as fully digitalized, a pioneering, data-driven product like Kairos brilliantly showcases the advantages of the new paradigm, such as increased accessibility, customizability, and information retention. Everyone at SaaS Awards was impressed by Mentor Group's Kairos."*

Quote From Lead Judge - Robert Bassett

# Global Delivery Capability



Arabic	Dutch	Greek	Polish	Slovak
Bahasa Indonesia	English	Italian	Portuguese	Spanish
Bulgarian	Finnish	Japanese	Romanian	Swedish
Cantonese	Flemish	Korean	Russian	Thai
Croatian	French	Mandarin	Serbian	Turkish
Danish	German	Norwegian	Siamese	Vietnamese