MAJOR IT VENDOR

THE BUSINESS PROBLEM

Identified market trend into digitalisation

Re-position as an advisory partner

Value proposition around *trusted & neutral* partner status

THE CHALLENGE

The new sales focus was on 'outcome-based selling'. Mentor Group were asked by the EMEA senior leader to provide ideas as we are a long-term sales development partner.

We used existing core principles and added new material to co-create a comprehensive package delivered over 9 months.

The core elements are:
- Foundation
- Selling Skills
- Manager Coaching
- Accelerator Event

THE SOLUTION

- Consulted on a new sales process to enable deeper customer understanding (linked to SFDC)
- Built a comprehensive consultative selling skills program and storytelling concept
- Country level customisation on core issues
- Linked to product portfolio
- Created gamification scenario
- Flexible delivery including virtual instructor led training
- Total population 600 sales + 100 channel
- Delivery across 16 countries in 6 languages

SUCCESS MEASURES

Lead indicators of new sales behaviours:
- Delivered ~1000 'storytelling' presentations to customers on the new offer
- Created stronger links with top tier channel partners
- Increase pipeline and deal size

Indicators tracked by sales managers using the coaching approach to build confidence and capability

"Inspiring and motivational training"

"Very good session with interactive exercises and tests, great coach"

"Totally new approach – my perspective has expanded considerably"

"Fun, interesting and useful event"

"A totally new approach"

mentor

mentor

Who are Mentor Group and what are our differentiators?

mentor

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.

ISO 27001 INFORMATION SECURITY MANAGEMENT

Venture Capital / Private Equity

New Wins

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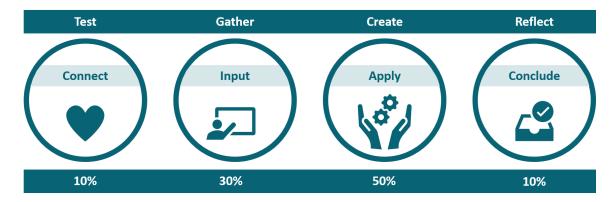
A Client Success team with named contact to support your administration requirements

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

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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.

Test	Gather	Create	Reflect
Connect	Input	Apply	Conclude
10%	30%	50%	10%

Different Delivery Approaches

Virtual Instructor Lead Training (VILT)
- Maximum 90 minutes sessions using application based learning
- Maximum of 3 per day
- Group size of up to 12

Instructor Lead Training (ILT)
- Typically a full day sessions using application based learning
- Group size of up to 17

Digital Learning
- Delivered on demand via our Kairos platform
- Includes knowledge checking and gamification

Coaching as a Service (CaaS)
- On demand access to Mentor Group coaches
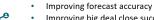- Working on specific business challenges and opportunities
- Flexible consumption model

E-Seminar (Webinar)
- Large groups of up to 500
- Maximum 1 hour
- Supported by Adobe senior leaders and SMEs

Sales Performance Coaching - Areas of Focus

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

1 Improving Conversion Rates

2 Improving Sales Deal Sizes

3 Improving Time To Close

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

GLOBEE AWARDS
2022
GLOBEE AWARDS GOLD WINNER
SALES, MARKETING, CUSTOMER SUCCESS, AND OPERATIONS
Sales Performance Management Solution - Kairos

GLOBEE AWARDS
2022
GLOBEE AWARDS SILVER WINNER
SALES, MARKETING, CUSTOMER SUCCESS, AND OPERATIONS
Sales Enablement Solution - Sales Academy

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

NAC
EMEA
APJ
LATAM
ANZ

68 Countries

30 Languages

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