

COACHING AS A SERVICE

THE BUSINESS PROBLEM

Improve their conversion rates

Coaching sellers to improve their deal size

Improve the velocity on time to close

WHAT IS COACHING AS A SERVICE?

Coaching as a Service, or CaaS, is on-demand access to a specialist sales coach which is focused on driving the impact to the value, volume and velocity of the sales pipeline, which is available globally and in multiple languages.

THREE STEPS TO SUCCESS

1. **Weekly one-on ones** for skill coaching and selling strategies
2. **Sales reviews** to discuss account plans
3. **Regular virtual ride-alongs** to observe reps in selling situations and identify where to improve

OUR FINDINGS

DEAL SIZE

49.3%

an increased avg. deal size of 49.3%*

TIME TO CLOSE

3.4 days

a decrease in time to close by 3.4 days*

CONVERSION

1%

increased conversion rate of 1%*

ATTAINMENT

96%

proved to be beneficial with a 96% attainment rate*

PARTICIPANT FEEDBACK

Sellers and Leaders equally found the sessions beneficial and meaningful

*POC GROUP SIZE: *14% of the entire sales organisation measured over 12 weeks*

“Can we continue these sessions indefinitely?”



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

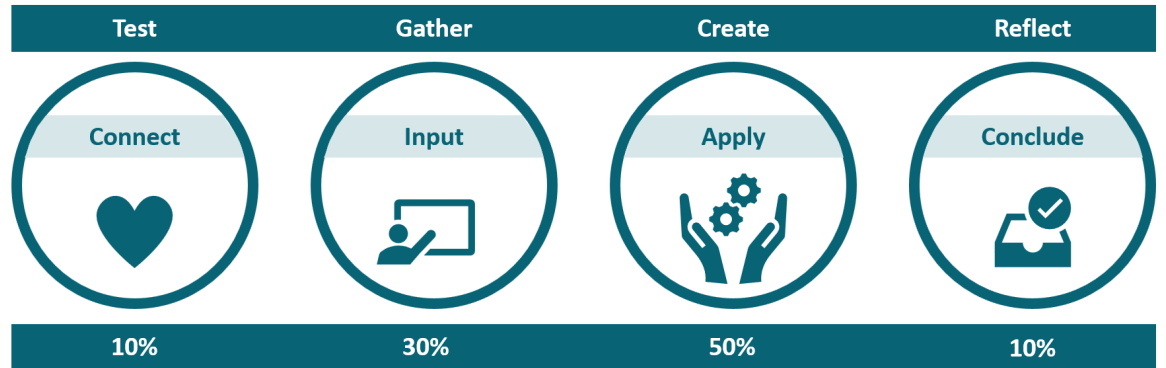
An Account Director to provide oversight of the project and provide you with a channel through which to escalate problems

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

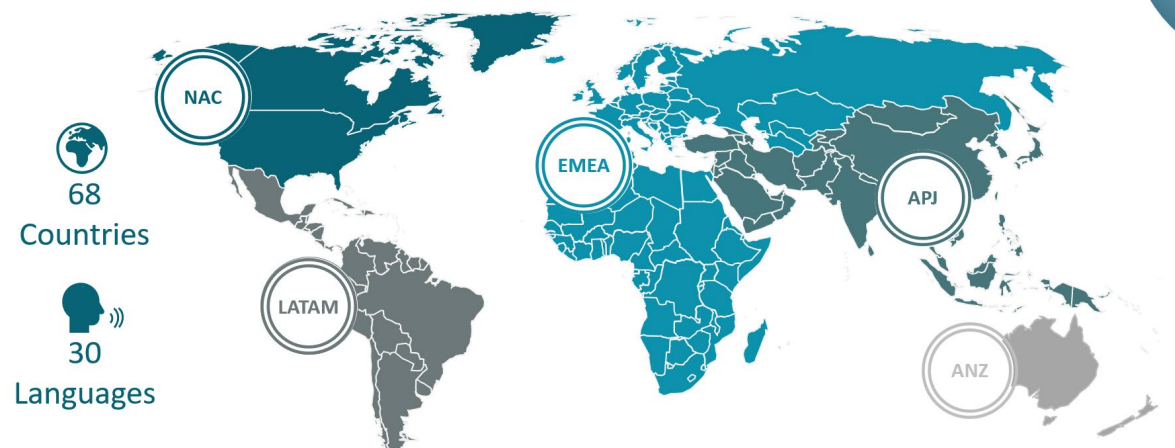


Best SaaS Product for E-Learning - Kairos

"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