

# GLOBAL TECHNOLOGY DEVELOPER

## THE BUSINESS PROBLEM

Helping sales leaders coach and lead their people better from a remote structure

Driving business continuity and performance

Equipping sales leaders to remotely coach salespeople to sell remotely

### THE CHALLENGE

In response to the rapidly changing business and sales environments presented by Covid-19, it was imperative for sales leaders to be able to coach their salespeople effectively and efficiently from a remote management structure.

Not only was it necessary to help equip sales leaders with best practice tools and skills for remote coaching, it was also essential to provide them with a toolkit for coaching their salespeople to sell remotely – a goal that represented a significant shift away from historical sales structures and processes within the organisation.

### THE SOLUTION

- A series of powerful webinars, targeted deliberately at North American Sales Leaders
- Design, delivery and support across the webinar series, including access to subject leaders/experts and their insights
- Leveraging of expertise within the world of remote and digital selling, with a proven track record
- Consistent engagement and interaction between attendees and communicators, including frequent Q&A sessions

## SUCCESS MEASURES

#### Overwhelmingly positive feedback from attendees:

- Average approval rating of 93%
- Multiple sessions in which 100% of attendees expressed willingness to participate in more development like this

Webinars were successfully designed, delivered and supported to groups of up to 500 leaders.



“Compelling coaching stories really resonated”

“This was an absolute pleasure and we had really terrific outcomes”

“We had an amazing experience working... on this important initiative”

“Chat box reflected the full engagement”

“In a word, it was special”

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

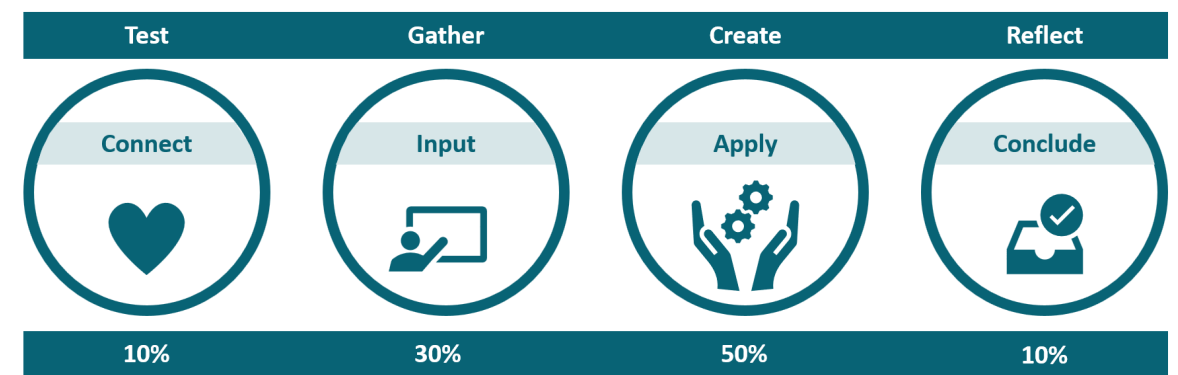
**An Account Director** to provide oversight of the project and provide you with a channel through which to escalate problems

**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

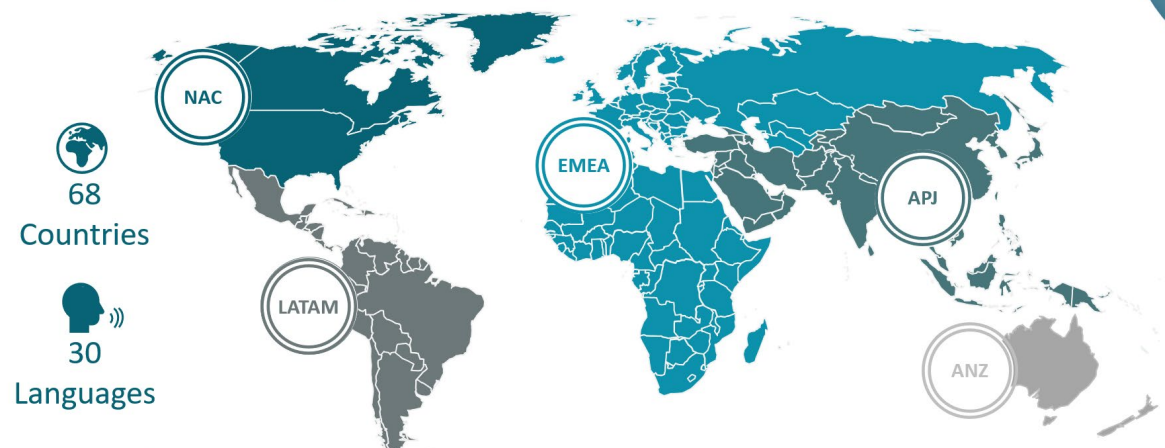


### Best SaaS Product for E-Learning - Kairos

"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	Finish	Japanese	Romanian	Swedish
Cantonese	Flemish	Korean	Russian	Thai
Croatian	French	Mandarin	Serbian	Turkish
Danish	German	Norwegian	Siamese	Vietnamese