Internal Selling Experiences – Best Practice – 26th September 2006

Who
- Not just Sales, it can be anyone in the company
- Be clear who to focus on and how they can help
- Target champions, create evangelists
- Enlist Executive Management support

Rewards and Remuneration
- Identify what motivates (ask those on the front selling line!) - Gadgets do work
- Focus on value (to them) not commission (for example, satisfied and well trained customers buy more software)
- Reward at point of sale, not delivery
- Help sales understand their comp plan
- Promote success - "Fame & Shame" - League tables

Mechanisms and Tactics
- Build relationships with those trusted to sell your training products and services
- Plan to engage, demonstrate value
- Be responsive/available/visible
- Show credibility and build trust
- Speak the same language, don't use abbreviations or training jargon
- Keep it simple
- Become part of the sales process (get visibility of sales pipeline, get in the price book!)
- Engage early in the sales cycle and give it enough time
- Embed into the solution offered rather than a separate line item
- Open door and up-sell
- Frequent proactive communication, for example, face to face - not just emails!

Tools/Support
- Align training with sales - provide a named training department contact (a go-to person for Sales)
- Provide value proposition statements and scripts for Sales and the Customer
- Provide qualification questions and responses to customer objections
- Supply cheat-sheets, training, web portal, boiler plate content for proposals, calculation spreadsheets
- Engage with Marketing to assemble case studies, presentations, campaigns
- Supply a sales support alias
- Create bundles and packages, auto/selective quoting, prepayments
- Provide feedback - keep it simple!

Measures of Success
- Does it support, enable and make the customer successful?
- Be clear on your objectives and track progress - report it
- Metrics that can be measured are - revenue, bookings, margin, number of quotes, penetration, attach rate, inclusion rate

Outside Factors
- Understand company strategy and market conditions
- Are Sales achieving? Understand and respect their current priorities
- Is the time right to start? Delay, if needed
- Know your market and competitive sales channels (grey market, partners, others).