



Designing Go-to-market Trainings

with Roz Greenfield



What we'll cover today:

How to design impactful, efficient trainings for sales, CS, support, and other GTM team members

During Q&A, you can also ask me about:

**Planning
SKOs**

**Sales Manager
Coaching**

**Sales Process
& Methodology**

**Building a great
enablement
team**

Why is it worth investing in well-designed training?

***Tip: Train for what the
person has to be able to DO!***

How do you ensure well-designed training?

Be thoughtful about the way adults learn

- Only teach them things that they need to do their job better
- Leave out information that is not relevant to do their jobs

Be thoughtful about timing

- Don't train 5 months before the new product rolls out (too early)
- Don't train at the end of the quarter (too busy)

Who designs the trainings, and who should be involved?

Subject Matter Experts

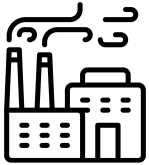
Subject matter experts ultimately have the information, but they will often give far more detail than sellers need.



Sales Enablement (or sales leaders)

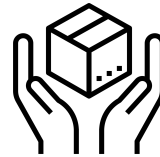
Enablement's job is to be a curator of the knowledge, acting as the bridge between Product, Product Marketing, and Sales.

What are the key subject matter areas you need to train for?



Industry knowledge

What space are you in, and what problems are you solving?



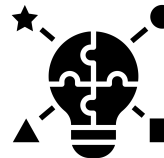
Product knowledge

How do you, as a company, specifically address these problems?



Internal process and company knowledge

What tools and processes does your company use, and why and how do you use them?



Skill development

Skill training depends on the experience and sales skill and acumen of your team.

Which go-to-market functions do you need to design trainings for?

Train anybody who's customer-facing

Sales Development Reps (SDRs)

Training is more focused on top-of-funnel

Solutions Engineers (SEs)

Training is much deeper and more technical

Account Executives (AEs)

Training covers the full sales cycle and buyer engagement

Customer Success Managers (CSMs)

Deeper training in the customer's business and goals

Support Reps

Training is more tactical

Don't forget about support, they get contacted when 1) something's not working and they're frustrated or 2) they need more options and there's a selling opportunity

What are the steps to design a good training?

1

What is the objective?

2

Is there anything I need to define?

3

What is the "prescription", the knowledge they need?

4

What examples can I use?

5

How are they going to apply it?

6

How will I assess it?

How should you design sales new hire training?



Days 1-30

Training

teaching new hires the knowledge they need

Days 30-60

Practice

ensuring new hires are able to practice what they've been learning.

Days 60-90

Application

heavy training fades out as new hires are actively applying their training

How should you design ongoing training for existing employees?

Refresh training for company and market changes

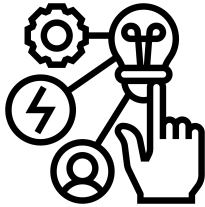
What has changed in the business since they started, what new products do we have, and what new competitors are out there?



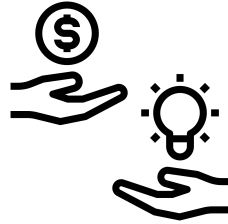
Address skill gaps

Focus on skill gaps that you've seen over time as you've worked with people, or new skills they may need as they evolve in their roles or your company evolves in the market.

What factors about your business should influence your training?



**If you're disruptive
vs. have already
"crossed the
chasm"**



**If you sell to SMB
vs. enterprise**



If you're global

Questions

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