PERIODIC TABLE OF SALES TRAINING

Element Key

Category		
STRATEGY	TOPICS	MODALITIES
CONTENT	LEARNING PLATFORM	REINFORCEMENT
MEASURING RESULTS	BUSINESS IMPACT	LEADERSHIP

Elements

- **Bg** — Business Goals
- **Tg** — Training Goals
- **Au** — Audience
- **It** — Technology
- **Wo** — Workflow
- **Re** — Results
- **To** — Topics
- **Cs** — Content Strategy
- **Mo** — Modalities
- **Cs** — Content Development
- **Cu** — Curriculum
- **Bu** — Budget
- **Lo** — Locations
- **De** — Devices

- **Or** — Orientation
- **As** — Ask For The Sale
- **Sy** — Systems & Tools
- **Pr** — Product Positioning
- **Ob** — Overcoming Objections
- **Cg** — Coaching Framework
- **Ps** — Prospecting & Planning
- **Su** — Summartize & Thank
- **Fe** — Giviing Feedback
- **Br** — Building Rapport
- **Fl** — Follow Up
- **Go** — Goal Setting
- **Ne** — Needs Analysis
- **Ba** — Business Acument
- **Ch** — Change Management

- **Il** — Instructor-Led Training
- **Pb** — Playbooks
- **Vi** — Virtual Instructor-Led Training
- **Wb** — Workbooks
- **Lj** — Learning Journal
- **Gm** — Games
- **Sm** — Elearning Simulations
- **Ja** — Job Aids
- **Ex** — Explainer Videos

- **Rv** — Relevant
- **Cv** — Conversational
- **Bz** — Bite-Sized
- **Mu** — Music
- **Ct** — Current
- **Cn** — Contextual
- **In** — Interactive
- **Vo** — Voiceover
- **Cr** — Clear
- **At** — Authentic
- **Vs** — Visuals
- **Ac** — Actors
- **Ce** — Concise
- **Hu** — Humor
- **Wi** — Whitespace
- **Fc** — Facilitator
- **Qa** — Quality Assurance

- **Ga** — Gamification
- **Am** — Assessments
- **Co** — Collaboration
- **Ce** — Certifications
- **Ug** — User-Generate Content
- **Sh** — Secheduling
- **Se** — Search
- **Sc** — Scorm
- **Sr** — Secure
- **Tc** — Tin Can
- **Rg** — Reporting

- **Ez** — Easy To Use
- **Sb** — Scalable
- **Mo** — Mobile
- **Ig** — Integrations
- **Cb** — Cloud-Based
- **Ss** — Single Sign-On

- **Ca** — Coaching
- **Pm** — Peer Mentoring
- **Rp** — Role Play
- **Jt** — Just-In-Time Content & Activities

- **Ts** — Tests
- **Su** — Surveys
- **Sf** — Self-Evaluation
- **Mc** — Manager Checkpoints
- **Mb** — Manager Observations

- **Be** — Behaviors
- **Po** — Prospects
- **Rn** — Retention
- **Qu** — Quota Attainment
- **Sa** — Sales Cycle
- **Cx** — Customer Experience
- **Nc** — New Clients
- **Gr** — Account Growth
- **Ds** — Deal Size
- **Tr** — Total Revenue

- **By** — Buy-In
- **Pn** — Participation
- **Ag** — Alignment
- **Cp** — Champions

SELECT AN ELEMENT TO SEE A DESCRIPTION

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STRATEGY

Bg	Business Goals	What are the business' strategy and goals?
Tg	Training Goals	What will team members be able to do as a result of their training?
Au	Audience	Who is the training for? New reps? Experienced reps? Managers? Mentors?
Wo	Workflow	How can training be integrated into the workflow rather than taking reps out of the field?
To	Topics	What knowledge, skills, and behaviors do people need to master to succeed?
Md	Modalities	Are you using a blended approach with a mix of modalities?
Cu	Curriculum	How will team members continue to sharpen skills and achieve results at the 101 level, 201 level, and beyond?
Lo	Locations	Are team members dispersed across different locations? Will they need to access content virtually or on the road?
De	Devices	What devices will team members use to access their training?
It	Technology	What other IT requirements need to be accounted for?
Re	Results	What does success look like? How will results be measured and shared?
Cs	Content Strategy	What's your ongoing strategy to roll out new content and drive continued engagement and professional development?
Cd	Content Development	Will training be developed in-house, or will you partner with a vendor?
Bu	Budget	What's your budget?

TOPICS

Or	Orientation	What foundational knowledge, skills, and behaviors do new hires need to be successful?
Pr	Product Positioning	How will reps communicate benefits and features in a customer-friendly way? How will they demonstrate the value of your solutions over your competitors?
Ps	Prospecting & Planning	How will reps effectively identify and nurture leads?
Br	Building Rapport	How will reps build relationships and become trusted advisors?
Ne	Needs Analysis	How will reps explore needs and recommend the best solution?
As	Ask for the Sale	How will reps ask for and receive a commitment?
Ob	Overcoming Objections	How will reps confidently and successfully address customer concerns?
Su	Summarize & Thank	How will reps recap decisions and make clients feel excited?
Fl	Follow Up	How will reps act as stewards of their accounts and proactively recommend next steps for clients?
Ba	Business Acumen	Do reps understand how they (and the business) earn money and the impact of their behaviors on results?
Sy	Systems & Tools	Can reps effectively use tools like your CRM and LMS?
Cg	Coaching Framework	How will managers and mentors influence team member growth and development?
Fe	Effective Feedback	Are managers and mentors equipped to give timely, objective, factual, and actionable feedback?
Go	Goal Setting	How will sales managers and reps work together to create and achieve goals?
Ch	Change Management	How will the organization introduce and explain change, generate excitement, and gain buy-in?

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MODALITIES

Il	Instructor-Led Training	Does classroom training break up lecture with group discussions and exercises?
Vi	Virtual Instructor-Led Training	Do you leverage virtual training events to help minimize travel and out-of-office time?
Lj	Learning Journal	For ILT and vILT, do participants have a simple way to take notes, reflect, and record key takeaways?
Sm	eLearning Simulations	Can reps simulate common customer interactions and scenarios and see how their decisions impact outcomes?
Ex	Explainer Videos	Are videos 5 minutes or shorter, and available on demand?
Pb	Playbooks	Do managers have the information and tools to successfully lead a training session?
Wb	Workbooks	Can reps go at their own pace and easily save and resume progress?
Gm	Games	Do you incorporate games to play to reps' natural desire for competition and amp up engagement?
Ja	Job Aids	Are resources easy to find and use on the job?

Content

Rv	Relevant	Does training clearly demonstrate the what's in it for me?
Ct	Current	Is content up to date?
Cr	Clear	Is it easy to understand?
Ce	Concise	Are phrases and sentences short?
Cv	Conversational	Are everyday words and phrases used? Is jargon avoided (or used sparingly)?
Cn	Contextual	Do scenarios, dialogue, and examples reflect realistic real-world situations?
At	Authentic	Does it genuinely reflect your culture and brand?
Hu	Humor	Does it weave in smart, appropriate humor?
Bz	Bite-Sized	Is content presented in short segments or chunks?
In	Interactive	Does it encourage audience participation?
Vs	Visuals	Does it favor original and contextual visuals over cheesy stock images?
Wi	Whitespace	Is the design clean and not busy?
Mu	Music	Does it create the right mood and not a distraction?
Vo	Voiceover	Is it the right pace and engaging without being over the top?
Ac	Actors	Are actors authentic and relatable?
Fc	Facilitators	Are facilitators animated? Do they interact with the audience?
Qa	Quality Assurance	Has it been proofread? Does functionality work like it's supposed to?

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LEARNING PLATFORM

Ez	Easy to Use	Is it intuitive for users and admins?
Mo	Mobile	Does it work well on smartphones and tablets?
Cb	Cloud-Based	Can team members access the platform anywhere?
Ga	Gamification	Does it weave in gamification to keep users engaged and motivated?
Co	Collaboration	Can managers and reps work with each other using built-in tools like discussion forums or messaging?
Ug	User-Generated Content	Can users upload and share content they've created, like a video?
Se	Search	Is it easy to look for content and resources?
Sc	Secure	What security measures are in place?
Sb	Scalable	Will the platform be able to support you as your team grows?
Ig	Integrations	Does the platform integrate with your CRM and other critical tools?
Ss	Single Sign-On	Does it support Single Sign-On?
Am	Assessments	Does the platform include quizzing/testing for confirmation of learning?
Ce	Certifications	Can managers and reps earn and track certifications?
Sh	Scheduling	Can learners sign up for courses?
Sc	SCORM	Is the platform SCORM compliant?
Tc	Tin Can	Is the platform Tin Can compliant?
Rg	Reporting	What reports are available? Can custom reports be added?

Reinforcement

Ca	Coaching	Do sales managers actively coach reps and give them feedback?
Pm	Peer Mentoring	Do reps have opportunities to learn best practices from peer mentors?
Rp	Role Play	Do team members have protected time to practice skills and behaviors and get feedback?
Jt	Just-In-Time Content & Activities	Do team members get pop quizzes, reminders, or other forms of JIT reinforcement or refresher training?

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MEASURING RESULTS

Ts	Tests	Are quizzes/tests administered to evaluate comprehension and retention?
Su	Surveys	Are participants empowered to share feedback about the usefulness, quality, and impact of their training?
Sf	Self-Evaluation	Are reps encouraged to take ownership of their development by assessing their wins and opportunities?
Mc	Manager Checkpoints	Do reps regularly check in with managers to share progress?
Mb	Manager Observations	Do managers observe reps on the job to validate and assess application of knowledge, skills, and behaviors?

BUSINESS IMPACT

Be	Behaviors	Are high-performing behaviors becoming habits?
Cx	Customer Experience	Do customers have a consistent experience with, and positive perception of, your brand?
Po	Prospects	Do reps generate more qualified leads?
Nc	New Clients	Do more leads convert to clients?
Rn	Retention	Is the client retention rate increasing?
Gr	Account Growth	Are you doing more business in existing accounts?
Qu	Quota Attainment	Do more reps reach their quotas?
Ds	Deal Size	Is average deal size increasing?
Sa	Sales Cycle	Is the sales cycle moving faster?
Tr	Total Revenue	Is more revenue being generated monthly/quarterly/annually?

LEADERSHIP

By	Buy-In	Do leaders share the vision for your sales training?
Ag	Alignment	Do leaders help drive alignment with and among subject-matter experts? Do they form partnerships with other teams/channels?
Pn	Participation	Do they attend reviews and give thoughtful feedback in a timely manner?
Cp	Champions	Are they excited? Do they proactively share updates and market the training throughout the organization?

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