

# PERIODIC TABLE OF SALES TRAINING

**ELEMENT KEY**

Strategy	Topics	Modalities
Content	Learning Platform	Reinforcement
Measuring Results	Business Impact	Leadership

<b>Bg</b> Business Goals													<b>Ez</b> Easy to Use	<b>Sb</b> Scalable
<b>Tg</b> Training Goals													<b>Mo</b> Mobile	<b>Ig</b> Integrations
<b>Au</b> Audience	<b>It</b> Technology												<b>Cb</b> Cloud-Based	<b>Ss</b> Single Sign-On
<b>Wo</b> Workflow	<b>Re</b> Results	<b>Or</b> Orientation	<b>As</b> Ask for the Sale	<b>Sy</b> Systems & Tools	<b>Il</b> Instructor-Led Training	<b>Pb</b> Playbooks	<b>Rv</b> Relevant	<b>Cv</b> Conversational	<b>Bz</b> Bite-Sized	<b>Mu</b> Music	<b>Ga</b> Gamification	<b>Am</b> Assessments	<b>Ca</b> Coaching	<b>Ts</b> Tests
<b>To</b> Topics	<b>Cs</b> Content Strategy	<b>Pr</b> Product Positioning	<b>Ob</b> Overcoming Objections	<b>Cg</b> Coaching Framework	<b>Vi</b> Virtual Instructor-Led Training	<b>Wb</b> Workbooks	<b>Ct</b> Current	<b>Cn</b> Contextual	<b>In</b> Interactive	<b>Vo</b> Voiceover	<b>Co</b> Collaboration	<b>Ce</b> Certifications	<b>Pm</b> Peer Mentoring	<b>Su</b> Surveys
<b>Mo</b> Modalities	<b>Cd</b> Content Development	<b>Ps</b> Prospecting & Planning	<b>Su</b> Summarize & Thank	<b>Fe</b> Giving Feedback	<b>Lj</b> Learning Journal	<b>Gm</b> Games	<b>Cr</b> Clear	<b>At</b> Authentic	<b>Vs</b> Visuals	<b>Ac</b> Actors	<b>Ug</b> User-Generated Content	<b>Sh</b> Scheduling	<b>Rp</b> Role Play	<b>Sf</b> Self-Evaluation
<b>Cu</b> Curriculum	<b>Bu</b> Budget	<b>Br</b> Building Rapport	<b>Fl</b> Follow Up	<b>Go</b> Goal Setting	<b>Sm</b> eLearning Simulations	<b>Ja</b> Job Aids	<b>Ce</b> Concise	<b>Hu</b> Humor	<b>Wi</b> Whitespace	<b>Fc</b> Facilitator	<b>Se</b> Search	<b>Sc</b> SCORM	<b>Jt</b> Just-In-Time Content & Activities	<b>Mc</b> Manager Checkpoints
<b>Lo</b> Locations		<b>Ne</b> Needs Analysis	<b>Ba</b> Business Acumen	<b>Ch</b> Change Management	<b>Ex</b> Explainer Videos					<b>Qa</b> Quality Assurance	<b>Sr</b> Secure	<b>Tc</b> Tin Can		<b>Mb</b> Manager Observations
<b>De</b> Devices												<b>Rg</b> Reporting		

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<b>Be</b> Behaviors	<b>Po</b> Prospects	<b>Rn</b> Retention	<b>Qu</b> Quota Attainment	<b>Sa</b> Sales Cycle	<b>By</b> Buy-In	<b>Pn</b> Participation
<b>Cx</b> Customer Experience	<b>Nc</b> New Clients	<b>Gr</b> Account Growth	<b>Ds</b> Deal Size	<b>Tr</b> Total Revenue	<b>Ag</b> Alignment	<b>Cp</b> Champions

## Strategy

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

## Topics

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

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## Modalities

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

## Content

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

## Learning Platform

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

## Reinforcement

<b>Ca</b>	Coaching	Do sales managers actively coach reps and give them feedback?
<b>Pm</b>	Peer Mentoring	Do reps have opportunities to learn best practices from peer mentors?
<b>Rp</b>	Role Play	Do team members have protected time to practice skills and behaviors and get feedback?
<b>Jt</b>	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

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

## Business Impact

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

## Leadership

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