

RISE

Realize and Improve Sales Effectiveness

Organizations driven by sales channels are always looking for ways to help channel partners increase their sales productivity, effectiveness and thus overall business growth for channel partners as well as the organization. While customized Instructor-Led Training (ILT) can help the field sales force learn the skills needed, the associated costs for pulling the field sales force out of the field may act as a deterrent to skill building. This is where our holistic sales learning solution - **RISE (Realize and Improve Sales Effectiveness)** - can help you augment the skills of your sales force in the most effective, engaging, and effortless manner




Introducing RISE


RISE is a blend of classroom and digital learning methodologies with customized content focusing on functional skills and behavioral skills that enable your channel partners to boost sales productivity and yield. RISE aims to maximize field force productivity and provide sales managers with the essential sales management skills to drive the field force in a sustainable manner.

The Solution Process





Trainer Profile: Sales Manager

 Team manager in sales, on-roll employee/ Territory Sales Officer (TSO), Territory Sales Manager (TSM), Key Account Executive (KAE) 1-day ILT.

 1 day TTT: 3-4 modules with customized content focusing on functional skills and behavioral skills defined for the field sales force.

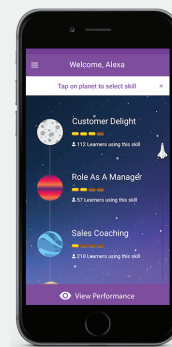
Primary Learner Profile: Field Sales Force

 Individual contributor in sales, off-roll employee/ marketing executive, sales executive, sales associate.

 Mobile learning via Master-O with customized content focusing on behavioral and functional skills.

What is Master-O™ ?

Master-O is a mobile learning solution from InspireOne that makes learning effortless and improves business performance by combining learning content, game design and behavioral science. Learn, retain and apply a new skill on the job with Master-O's uniquely packaged bite-sized learning content called Microskills®.



Benefits



For Organization

- Improved business performance from channel partner
- Cost effective
- Improved learning effectiveness
- Better customer activation
- Improved brand visibility and sales



For Individual

- Improved, effective and efficient sales performance
- Better relationship with customer
- Enhanced visibility and image at customer
- Improved ability to influence the customer
- Ability to extract more out of a deal

The Solution Modules

Functional Skills (Via Microskills® in Master-O)

Module	Business Management	Sales Process Management	Basic Selling Skills
Learning Objectives	<ul style="list-style-type: none"> • Preparing a market segmentation plan • Targeting and position the right product in the right market to drive primary sales • Planning products mix/ line selling • Researching about customer and competition • Understand basic business financials 	<ul style="list-style-type: none"> • Making a sales plan & an activity plan • Generating more sales enquiries/demand • Driving sales ATL/BTL sales promotion • Driving product mix • Ensuring customer activation • Merchandising 	<ul style="list-style-type: none"> • Probing customer • Pitching the product • Overcoming objections
Outcomes	<ul style="list-style-type: none"> • Improved business performance • Systematic planning and monitoring of business • Better control of business parameters • Improved image of sales person 	<ul style="list-style-type: none"> • Improved ability in making and adhering to PJP • Increased Lead generation • Improved process for sales management • Better customer activation • Improved visibility 	<ul style="list-style-type: none"> • Improved selling skills, objection handling and closing skills • Increased sales

Behavior Skills (Via Microskills® in Master-O)

Module	Relationship Building	Influencing Performance	Negotiating Value
Learning Objectives	<ul style="list-style-type: none"> • Understand own style of communication as a personality indicator • Adapting own style to customer's style • Develop rapport with customers 	<ul style="list-style-type: none"> • Understand the science of influencing • Identify Influencing styles • Structuring an influencing conversation with the customer 	<ul style="list-style-type: none"> • Understand steps and process of negotiation • Identify negotiation styles • Making a negotiation conversation
Outcomes	<ul style="list-style-type: none"> • Better relation through effective communication • Reduced conflicts 	<ul style="list-style-type: none"> • Developed ability to have a powerful influencing conversation • Handle objections in a better way 	<ul style="list-style-type: none"> • Ability to negotiate strongly • Extract more value out of a deal

About InspireOne®

InspireOne® partners with organizations to help manage change scenarios and achieve business results, through contextualized and inspiring interventions around leadership and people development, strategic alignment and building strong sustainable culture.

InspireOne's Global Partners

