

## 3 Ways (BrandName) Helps Sales Organizations Succeed

We feel you - developing a high-performing sales organization is a slow and expensive task. But, it doesn't have to be that way. In the past, sales training was a time-consuming and costly process because companies didn't have the right tools. Sales training often required expensive trips and a complicated LMS with a steep learning curve which further increased time and expenses.

Leveraging the power of video, (BrandName) offers a single platform for all sales training processes that previously required multiple complicated systems. (BrandName) is super-engaging, built for mobile, easy to implement and will quickly give your sales reps the training they need to succeed. (BrandName)'s mobile-first video platform for sales reps provides just-in-time training accessible from anywhere at any time. As we know, some of the best salespeople out there are avid learners, driven by never-ending hunger to discover the most effective sales tactics, new technologies and advanced techniques to help them succeed. Harnessing the full potential of (BrandName)'s collaborative video platform, you can provide on-demand location independent training. The platform empowers your sales team to learn from field-generated ideas, perfect every sales pitch and accelerate individual sales rep performance. (BrandName) helps you capture, categorize and share vital information anywhere at any time on any device.

One of the greatest fears about implementing a new learning platform is that it will take too much time for the staff to learn. One of the most popular features of (BrandName) is ease of use. Unlike many other LMSs, (BrandName) doesn't require a steep learning curve from its users. Users who experience (BrandName) for the first time praise it for its simplicity.

So, how can (BrandName) help sales organizations train higher-performing sales reps? Of the many ways, we found these three to be the most helpful:

### Superior Onboarding

Onboarding is the first opportunity for a sales organization to share "tribal knowledge" of best practices. Several factors influence how successful new sales reps will be; one of the most important is onboarding. Video training is one of the most effective ways to accelerate onboarding. (BrandName)'s peer-to-peer video training gets new sales reps up-to-speed quicker. Onboarding through peer-to-peer video training can decrease mistakes, inspire confidence, increase job performance and satisfaction and eliminate the stresses new sales reps might have. Video-based onboarding is a great way to reduce training costs. (BrandName)'s sales training platform facilitates the combination of "live" video technology with old-fashioned in-person training. Sales organizations can reduce onboarding "lag-time" by nearly 50 percent with the use of live video training with microlearning, reinforcement quizzes and drills and collaborative peer and manager feedback. That's solid ROI.

## Streamline Sales Enablement

Before (BrandName), continuous sales training required complex, bloated LMS software. Many traditional LMSs are so complex that there is a steep learning curve just to learn the platform before the "real" sales training can begin. (BrandName)'s video sales enablement is designed to provide a simple platform to support the full scope of sales learning. Through the (BrandName) sales learning platform, implementation of an easily repeatable sales certification process is greatly simplified. (BrandName) excels at facilitating sales training programs that comply with industry regulations, critical in strictly regulated environments such as health, medical and financial services just to mention a few. Using (BrandName)'s platform, sales reps can easily record themselves and receive instant feedback from management, to make immediate improvements. The platform also requires reps to complete a quiz at the end of the video, to solidify the learned material.

## Peer-To-Peer Coaching

(BrandName)'s video coaching capabilities facilitate the desire of sales professionals to learn from their peers. With its mobile video platform, (BrandName) offers an alternative to in-person training.

Sales professionals understand the value of learning from their colleagues, whether it's learning about a type of prospect or tactics to gain an appointment or responding to objections before closing the sale. Mobile-video optimizes peer-to-peer sales coaching. After a sales meeting, a team member can quickly record a short video on their smartphone, explaining how she handled a challenging prospect. She can immediately share the video with the entire sales team to help team members with similar challenges.

(BrandName) is the ideal sales learning platform for companies who want to profit from the potential of just-in-time video training. With (BrandName) a sales organization can decrease the expense and time it takes to train its sales force while increasing new hire productivity, message consistency, critical product knowledge and enterprise collaboration.