

REMOTE SELLING

THE BUSINESS PROBLEM

A cadence of VILT workshops gave the sales people the opportunity to engage with new material, apply this in real time with their customers, and share best practice

A program of manager development and coaching to equip them to support their teams as they developed new skills.

The Mentor App was used as a focal point to provide material support and challenge to the sales people as they went through this journey.

THE CHALLENGE

A significant impact of the Corona Virus pandemic is that many sales people can no longer meet their customers face to face – and yet business still needs to be done, relationships built and projects developed.

For many of your sales people, this is a major change in work styles and, in addition to having the right tools and skills to work like this, they also need to build the right mindset to work effectively in this different environment. We worked with a global life sciences organization to equip their sales people to transform their approach and maximize success in the new ways of working.

THE OUTCOME

Impact within the Customer

- Increased use of remote connection tools by the sales team
- A positive change in the daily/ weekly programs of the sales team
- Improved connectivity across business functions
- It helped us think proactively – what we can do differently

Impact on Customer's customer

- Improved connection with selected target customers – 'block buster customers'
- Positive response from customers
- Accelerated our connections with the channel



"The program was fantastic"

"The team are able to do things differently"

"They are much more secure on the virtual tools"

"It has refuelled their mindset and provided energy"



25.9%
increase
in confidence



9.2/10
average
facilitator rating



48
NPS
score



85%

Average
recommendation score

'We led the way: others followed'

mentor



Who are Mentor Group and what are our differentiators?



About Us

Mentor Group is a data-led sales transformation company, dedicated to driving exponential sales transformation, productivity and performance with digital-first enablement.

Put more simply; we help organisations sell more often, for more money, faster than ever before.



You can verify this ISO 27001 accreditation by clicking [here](#), and using the reference number 227526.

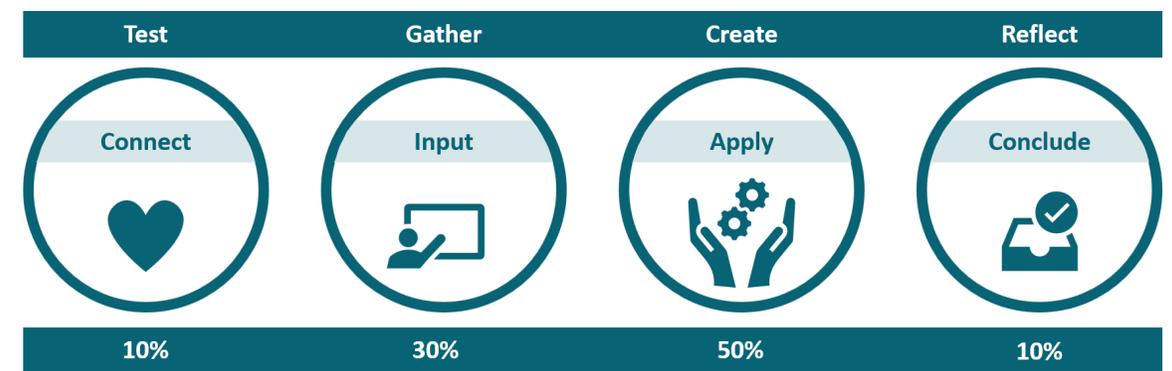


Partnership Collaboration

<p>A dedicated Account Manager who will support the program's success and conduct regular reviews with you</p>	<p>An Account Director to provide oversight of the project and provide you with a channel through which to escalate problems</p>	<p>A Client Success team with named contact to support your administration requirements</p>	<p>An Engagement Leader and Subject Matter Expert who will oversee the design and delivery</p>
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Mentor Group's Application-Based Learning

To provide full brain application-based learning, Mentor Group designs learning around its CIAC framework – Connect-Input-ApPLY-Conclude. Each stage is designed to stimulate every participant across the full range of neurological learning functions through facilitated activities.



Different Delivery Approaches

 <p>Virtual Instructor Lead Training (VILT)</p> <ul style="list-style-type: none"> • Maximum 90 minutes sessions using application based learning • Maximum of 3 per day • Group size of up to 12 	 <p>Instructor Lead Training (ILT)</p> <ul style="list-style-type: none"> • Typically a full day sessions using application based learning • Group size of up to 17 	 <p>Digital Learning</p> <ul style="list-style-type: none"> • Delivered on demand via our Kairos platform • Includes knowledge checking and gamification 	 <p>Coaching as a Service (CaaS)</p> <ul style="list-style-type: none"> • On demand access to Mentor Group coaches • Working on specific business challenges and opportunities • Flexible consumption model 	 <p>E-Seminar (Webinar)</p> <ul style="list-style-type: none"> • Large groups of up to 500 • Maximum 1 hour • Supported by Adobe senior leaders and SMEs
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Sales Performance Coaching - Areas of Focus

Coaching is focused on delivering results in 3 key areas, across sellers and sales leaders.



Topics could include:

For Sales Leaders

- Improving sales effectiveness and operational rigour
- Improving forecast accuracy
- Improving big deal close success forecasting
- Increasing active pipeline

For Sellers

- Accelerating the sales stages
- Buying coalition engagement & influence
- Consultative and value selling stratagems
- Deal planning & reviews
- Unblocking stuck deals

Measures of Success/Indicators could include:

For Sales Leaders

- Leading – Pipeline values, volumes and velocity
- Lagging – New order intake

For Sellers

- Leading – Number of deals past discovery
- Lagging – New order intake

Award Winning Solutions



The SaaS Awards

WINNER 2022



Best SaaS Product for E-Learning - Kairos

"Mentor Group's Kairos provides a modern and flexible learning experience platform to help sales teams optimize performance through dynamic and autonomous employee training. As the nature of workplace learning is rapidly reconceived as fully digitalized, a pioneering, data-driven product like Kairos brilliantly showcases the advantages of the new paradigm, such as increased accessibility, customizability, and information retention. Everyone at SaaS Awards was impressed by Mentor Group's Kairos."

Quote From Lead Judge - Robert Bassett

Global Delivery Capability



Arabic	Dutch	Greek	Polish	Slovak
Bahasa Indonesia	English	Italian	Portuguese	Spanish
Bulgarian	Finnish	Japanese	Romanian	Swedish
Cantonese	Flemish	Korean	Russian	Thai
Croatian	French	Mandarin	Serbian	Turkish
Danish	German	Norwegian	Siamese	Vietnamese