



# AUTOMATED SALES PROCESS CERTIFICATION

Kairos Case Study

# The Context

## Mapping, Monitoring and Modelling Global Supply Chain and Business Relationships



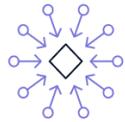
### Global Elite Partners

System Integrators and Consulting Firms are combining our leading Operational Resilience technology with their world class practices.



### Technology Partners

The market's leading enterprise application and workflow vendors are leveraging Interos' leading insights.



### Marketplace Innovators

Trailblazing enterprises are transforming their markets by integrating and applying operational resilience in new ways.



# The Brief

**Create a world class sales on-boarding programme - integrating people, process and technology - to meet the growing demand for competent sales reps.**

## KPI's



**Reduce sales on-boarding qualification time to 5 weeks**



**Automate the sales process certification workflow in Kairos**



**Incorporate live and digital inputs into the certification process**



**Provide an intuitive user interface and great UX for new joiners**



**Create dashboards to allow users to track their progress**



**Provide progress and performance dashboards for managers**

# The Approach

Establish a best-practice sales process focused on value selling.

Design this to complement the existing solution selling process

Produce a Playbook as a reusable resource for reps and managers

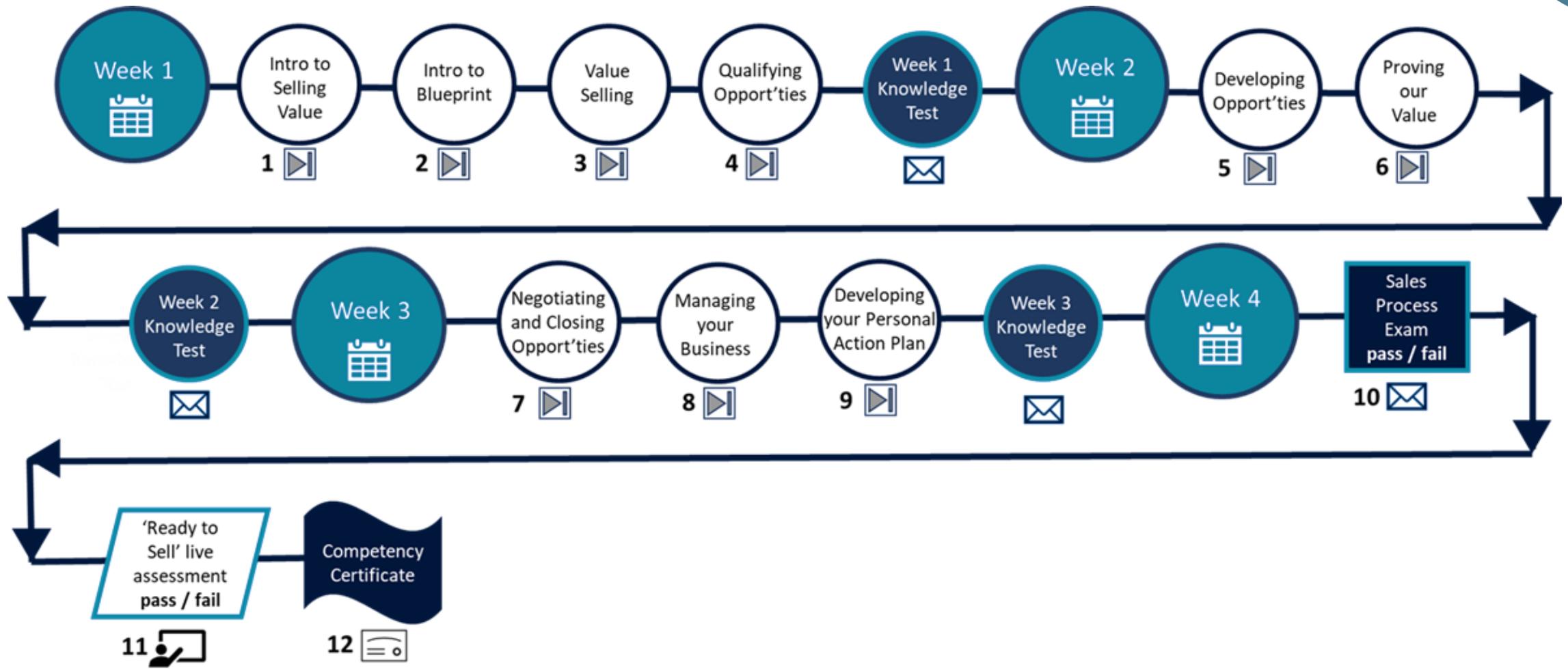
Support this with bite-sized videos for a blended learning experience

Co-create the onboarding program in Kairos, combining existing training with Mentor Group IP

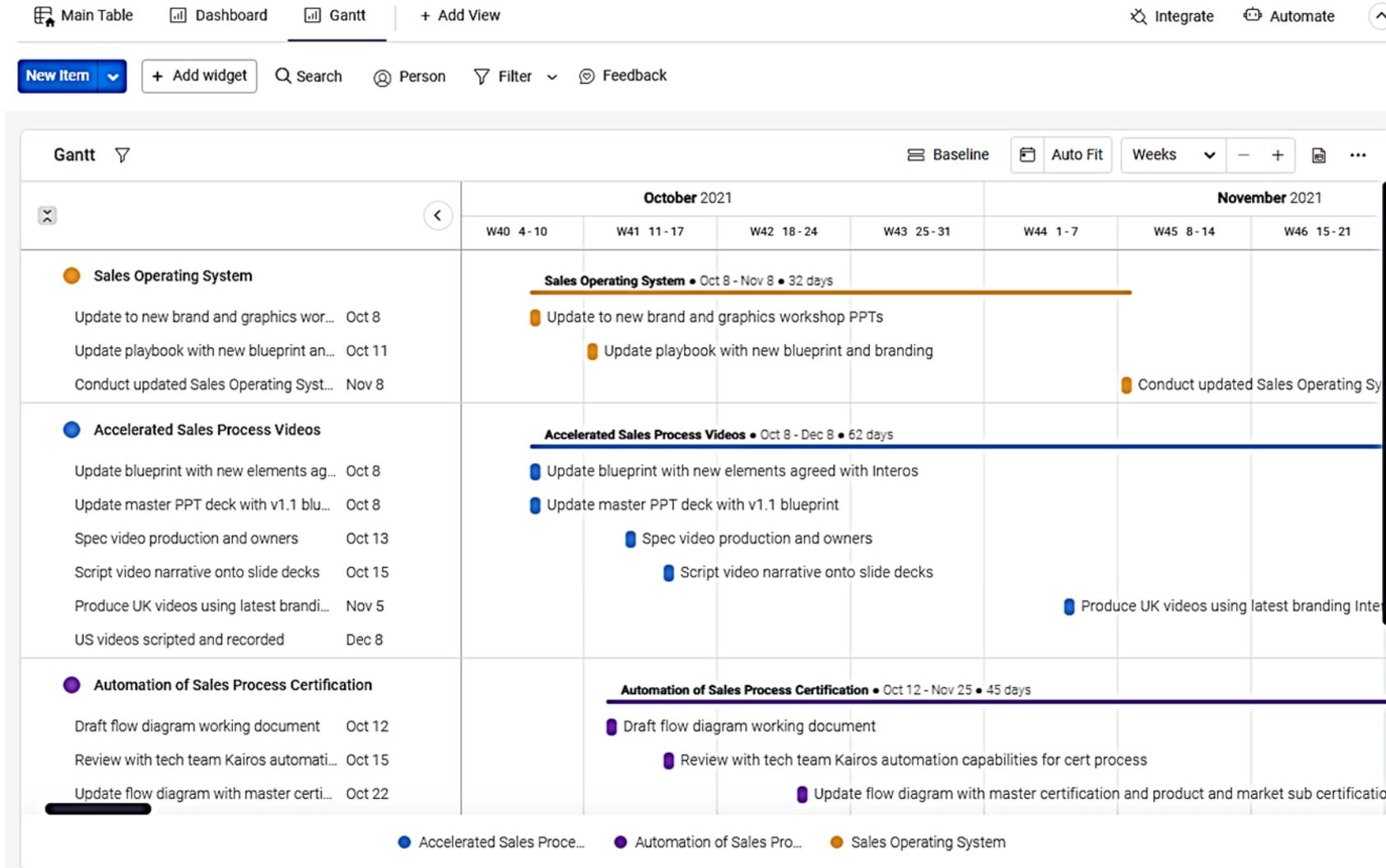
Inject questions and quizzes to reinforce learning

Live coaching to embed and operationalise sales leadership

# The Build Process Map



# The Build Team

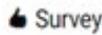


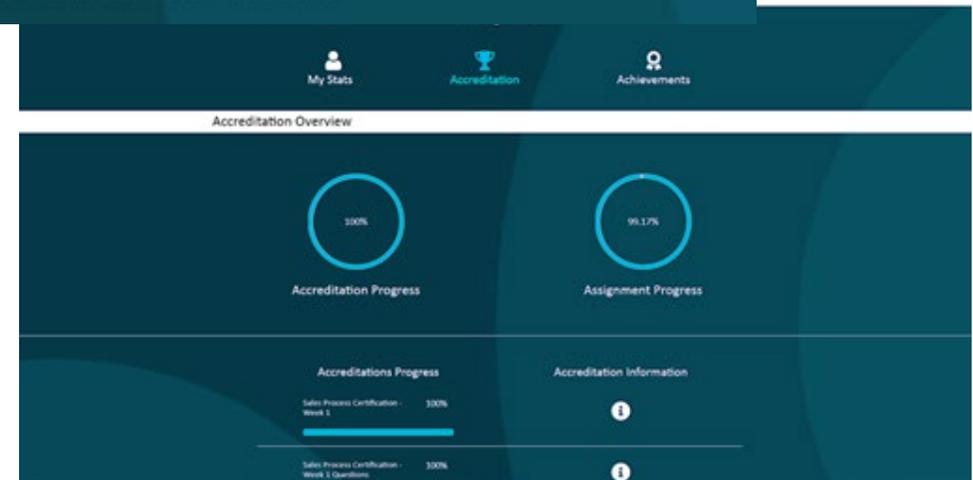
# Impact Generated



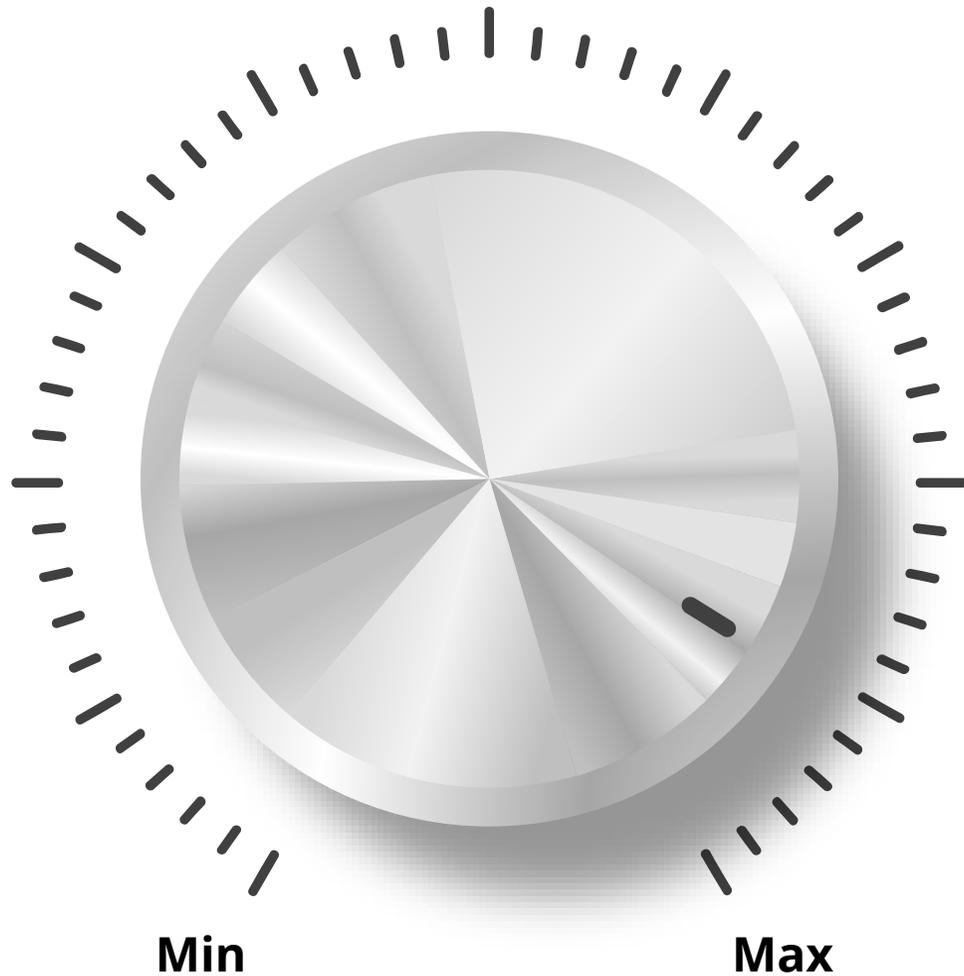
## Sales Certification User Guide

### Step 1

1	 Home	Start at the home page.	5		Play each video to the end to mark progress in the system.
2	 Sales Process Certification - Introduction	Go to Sales Process Certification - Introduction. Download the Sales Blueprint and Playbook documents.	6	 Survey	Go to the Survey icon to test your knowledge on the content for that week.
3	 Sales Process Certification Week 1	Go to Sales Process Certification Week 1.	7		Any questions you get will be reissued within 24 hours and notified by email.
4		Run through each video and ensure you have learned the key points referenced in the Blueprint and Playbook.	8	 Sales Process Certification Week 2	Your next week's learning is activated on successful completion of the prior week's assignments.



# Impact Generated



Fully-automated core best-practice sales process for all new joiners



Incorporates bite-sized videos, automated quizzes and final examination



Issues automated certificates on completion of final exam and live selling skills assessment



On-boarding process reduced to 4 weeks from original 8 weeks



Integrates with the existing solution selling process for total certification



20-person hours (estimated) saved per cohort on-boarded



User feedback overwhelmingly positive

# Future Optimisation



Upgraded videos



Digitised blueprint



Pre-learning RISE modules



Upgraded UX



Market and product certification



Expanded user group channels



Continual improvement  
through Sales Transformation  
As A Service (STAAS)