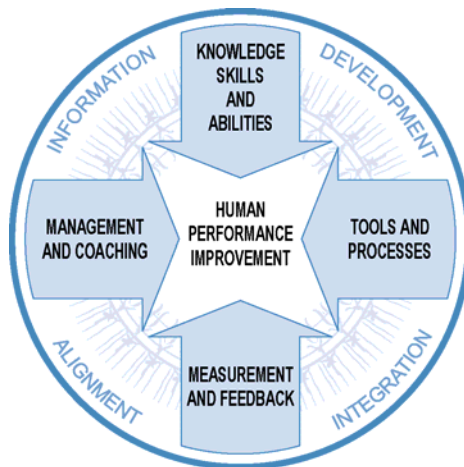




## SALES ADVANTAGE PORTAL™

Building an effective salesforce means making sure that every salesperson has what it takes to respond to customers' business needs, interests, and priorities better than the competition. Developing core skills is key, but it is not enough. Salespeople need a workplace environment where their skills are reinforced, cultivated, measured, and enabled. More importantly, given the salesperson's need to be mobile and on the go, this environment must be accessible anywhere, anytime.

The *Sales Advantage Portal™* provides a complete environment to support lasting skill change for sales effectiveness. Supporting the skills of *Counselor Sales Person* or *Versatile Sales Person*, the *Sales Advantage Portal™* adds value by enabling all other components of the Human Performance Improvement model, as seen below.



- *Knowledge, Skills and Abilities* are honed with pinpointed, interactive content reviews as well as knowledge tests, skill practices, and more.
- *Tools and Processes* components include call planning, account progress, job aids, and account research tools.
- *Measurement and Feedback* are supported with knowledge tests, win/loss review templates, behavior checklists, and online simulations.
- *Management and Coaching* support includes implementation guides, on-the-job activities, development analyzers, and development planning tools.

## VALUE PROPOSITION

*Sales Advantage Portal™* is an integrated solution to change sales results. Its value is providing a single site and log-on for planning, development, and implementation of sales effectiveness. It continuously provides resources to support the transition from skill acquisition to successful early use to effective habit.

*Sales Advantage Portal™* can provide a cost-effective enhancement to make your sales effectiveness efforts more integrated and successful. Its on-line tools help:

- Salespeople to hone their skills
- Sales managers to coach consistently
- Both to plan sales calls more effectively
- The whole sales force to improve its consistency and effectiveness.

## APPROACH

*Sales Advantage Portal™* is web-based, and organizes its learning, support, and planning components into these tabs:



Each tab includes tools to support its named function, as well as cross-functional bridges for easier, more intuitive use and unique views and tools for sales managers. The contents of each tab and the outcomes from using the tools within are summarized on the next page.

## RESOURCES BY SECTION

<i>Section...</i>	<i>Your Salespeople Can...</i>
<p><i>Home</i></p> <p>Provides one-click short cuts to frequently needed learning components. Provides Portal performance tracking allowing sales managers and other key stakeholders with a simple way to view learning and application progress.</p>	Get to what they need as quickly and directly as possible. Also, they can see the Portal performance metrics being tracked by their manager.
<p><i>Learn</i></p> <p>Provides an itinerary learning, including links to online resources, and a Reinforcement &amp; Resources component to interactively review any element of the learning, as needed, on-line and interactively.</p>	Prepare and plan to learn, learn, and follow-up with a ready resource to review.
<p><i>Practice</i></p> <p>Provides interactive on-line practice, on-the-job activities, and implementation guides for salespeople and their managers to move toward higher levels of skill.</p>	Sharpen their skills as needed, and integrate learning and practice into their daily routines. Also, they can get feedback on skill application from a virtual coach in sales simulations.
<p><i>Tools</i></p> <p>Helps salespeople plan sales calls, evaluate how these went to see where further learning and practice can make a difference. Also provides Job Aids to aid recall and use in the early stages.</p>	Apply what they learned in real sales calls, and then diagnose how to continually improve.
<p><i>Develop</i></p> <p>Contains an interactive Development Analyzer to assess skill gaps and strengths, and a Performance Improvement Plan to guide development.</p>	Target and sharpen those skills that will result in better sales.
<p><i>Test</i></p> <p>Provides knowledge tests on each component of the training program. The test item bank generates questions in a novel order each time, so the tests can be reused.</p>	Demonstrate their continuing levels of knowledge with the sales approach.
<p><i>Research</i></p> <p>Offers a portal to business research, financial information, and business news for account research and call preparation.</p>	Access information to prepare for calls in just a few clicks from the <i>Sales Advantage Portal™</i> , which they can then integrate into the call preparations and customer documents.

### ENABLING IMPROVED PERFORMANCE

The whole point of the *Sales Advantage Portal™* is to enable better performance of the sales approach in *Counselor Salesperson*, *Versatile Salesperson*, or both. It supports performance before the learning and after, on the job. It tracks performance and facilitates further skill development based on real sales calls. It enables consistent and effective coaching by sales managers, and *helps drive sales*.

### MEASUREMENT

Sales managers are able to track use of the *Sales Advantage Portal™* by individual salespeople, view test and simulation scores, track completion of course pre-work or reinforcement activities, and structure Win/Loss reviews for greater, more applied learning.

The new performance tracking feature is an excellent tool for driving accountability for learning, developing, and applying sales effectiveness skills.

But the more important measure is sales results. Within the portal, there are tools to review sales calls and progress in sales campaigns, in a consistent format that guides salesperson performance. When these post call review sheets and win-loss reviews are considered as a group, over time, the impact of learning becomes very clear to sales managers, as well as the path to improvement.

**This offering, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities, and integrated with your sales process.**