

How to Find the BEST Training for Your Inside Sales Team

Inside sales is HOT! Research shows that Inside Sales teams are top revenue producers already leading their sales organization out of the recession, and on course to vastly outpace field sales by 2015.

When you've got talent, they need skills —especially when it comes to navigating the rough terrain of the sales 2.0 landscape with its social networking and new tools. They need to learn the specific skills that will let them shorten their sales cycle, and they need it now. The question is, how can you make sure they get what they need?

When you're selecting an inside sales training vendor, suddenly everyone wants to be your friend. But it's your reputation and your organization's future, so take your time and know what you're looking for. Evaluate each vendor's offerings in respect to your unique needs to ensure that you make the best decision.

Keep this checklist in mind when you're making your decision:

KNOWLEDGE BASE

- ✓ Values inside sales from a **department and infrastructure perspective**
- ✓ Is **active and knowledgeable in the Sales 2.0 community**, with programs to support the evolving nature of inside sales
- ✓ Understands **how to sell from various models** – inbound, outbound, direct, and channel
- ✓ Knows **your markets and space** – from Small, to SMB and Enterprise?
- ✓ Provides inside sales training as their **primary offering**
- ✓ Knows **what managers want** and helps them learn how to effectively coach team members for results

PROVEN TRACK RECORD

- ✓ Has a credible track record of being **on the frontline of inside sales** for 15+ years
- ✓ Belongs to an **accredited organization**, such as AA-ISP (American Association of Inside Sales Professionals) — and been voted among the **Top 25 Most Influential Inside Sales Providers**
- ✓ Has a **Fortune 500** SaaS client list that **demonstrates ROI success** in the sector
- ✓ Has a **strong global presence** —EMEA, LATAM, or AsiaPac —with programs been translated and delivered in several languages
- ✓ Know what it takes for an inside sales organization to grow its talent to become **Best in Class**

- ✓ Provides **quick follow-through** and a commitment to delivering strong results

TARGETED SERVICE OFFERING

- ✓ Trains **more than just basic telephone selling skills**, incorporating both on-line and phone curriculum into their program
- ✓ Offers a **new hire on-boarding training curriculum**
- ✓ Provides a comprehensive **Train the Trainer** certification program
- ✓ Designs **training for maximum skills retention** and coaching to accelerate selling effectiveness – immediately
- ✓ Offers **shorter training modules** in bite-sized pieces, keeping your teams on the phones and helping them retain more information
- ✓ Designs **training programs for inside sales managers** who used to be individual contributors and now must drive revenue with their team

PROVEN METHODOLOGY AND APPROACH

- ✓ Has a sales training methodology that **spans the entire sales cycle** and targets the unique skill requirements for developing inside sales talent
- ✓ Demonstrates a **personalized, consultative, professional, and flexible** approach
- ✓ Approaches **training from an interactive, motivational, and fun** perspective
- ✓ **Customizes curriculum** just for you – no off-the-shelf, dated material
- ✓ **Incorporates call recordings** into the training

CONTENT PROVIDER

- ✓ **Publishes** white papers, trend reports, and ebooks supporting the knowledgebase and educating the field
- ✓ Has **written a bestselling sourcebook** for global inside sales

This report is written by Josiane Feigon, author of best-selling ***Smart Selling on the Phone and Online*** – the sourcebook for global inside sales.