



Choosing an Inside Sales Training Methodology

It's a tall order to execute on training because it impacts a lot of different people within your company. Most of these individuals come from a sales background and bring their own sales methodology religions. Your end-user, the inside sales champions, are your most challenging audience because they are ambitious, impatient and want quick results. The good news is that these highly motivated sales reps are ready to look inside themselves, correct ineffective practices, and learn the skills required to shorten their sales cycle. Setting expectations to educate, advance, and inspire these people should be your main priority.

When selecting an inside sales training vendor, your reputation is on the line. Take the time to evaluate each vendor's offerings to ensure you make the best decision. Here's a 20-point checklist of things to think about:

Knowledge Base

- Does this vendor have a strong understanding of inside sales from a **department and infrastructure perspective**?
- Do they understand **how to sell from various models** – inbound, outbound, direct, and channel?
- Does this vendor understand **your markets and space** – from Small, SMB and Enterprise?
- Do they provide inside sales training as their **primary offering** and not field sales, customer service or leadership training?
- Does this vendor know **what managers want** and help them learn how to effectively coach team members for results?

Track Record

- Does this vendor have a credible track record of being **on the frontline** of inside sales for 15-20 years?
- Do they have a high-tech client list that **demonstrates ROI success** in the sector?
- Does this vendor have a **strong global presence** whether it is EMEA, LATAM or AsiaPac? Has their program been translated and delivered in several languages?
- Do they know what it takes for an inside sales organization to grow its talent to become **Best in Class**?
- Does this vendor have **quick follow-through** and a commitment to delivering strong results?

Service Offering



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- Does this vendor provide **more than just basic telephone selling skills** and incorporate both on-line and phone curriculum into their program?
- Do they offer a **new hire training track** and realize the pressures of faster ramp-up time today?
- Do they provide a comprehensive **Train the Trainer** certification program?
- Do they design **training for maximum skills retention** and coaching to accelerate selling effectiveness – immediately?
- Does this vendor offer **shorter training modules** so your teams are not taken off the phones for long periods of time and can retain more information when it is delivered in smaller, byte-sized pieces?
- Do they design **training programs for inside sales managers** who came from being an individual contributor and now must drive revenue with their team?

Methodology and Approach

- Do they have a sales training methodology that **spans the entire sales cycle** and understands the unique nuances and skill requirements when developing inside sales talent?
- Does this vendor demonstrate a **personalized, consultative, professional and flexible** approach?
- Do they approach training from an **interactive, motivational and fun** perspective?
- Does this vendor **customize curriculum** for you and not provide you with off-the-shelf, dated material?
- Do they **incorporate call recordings** into the training?

TeleSmart to the rescue! During uncertain times, we never stop innovating to bring relevant and timely training for inside sales warriors. **Invest in training now!** According to the recent IDC report,

- Organizations that cut sales training in 2009 will suffer.
- Organizations that bolster sales training in 2009 will **prosper!**

Training is also a great motivator and confidence builder. For more than 15 years, TeleSmart has been delivering relevant and timely inside sales training. Get your teams certified on the TeleSmart 10 — a proven methodology, and the only one targeted directly at inside sales.

Coming soon! *The only sales skills sourcebook written specifically for inside sales warriors,* and it's written from where you sit: inside the cubicle. Josiane Feigon's ***Smart Selling on the Phone and Online***, due Fall 2009 from AMACOM.