

Who are you training? **Sales Development Representatives**

1. Introduction to the company

 **Learn**

| <i>Essential Skill</i> | <i>Training Course</i> | <i>Delivery Method</i> | <i>Content Creator</i> |
|--------------------------------|-------------------------|------------------------|------------------------|
| Our Culture | Welcome to the Company! | Training software | Training Manager |
| Our Team | Welcome to the Company! | Training software | Training Manager |
| How to work the coffee machine | Welcome to the Company! | Blended | Training Manager |

 **Practice**

| <i>Essential Skill</i> | <i>Review Time</i> | <i>Training Course</i> | <i>Delivery Method</i> | <i>Content Creator</i> |
|------------------------|--------------------|-------------------------|------------------------|------------------------|
| Our elevator pitch | Quarterly | Welcome to the Company! | Audio Practice | Training Manager |
| Learning Names | As needed | Welcome to the Company! | Quiz | Training Manager |
| Living our Values | Quarterly | Basic Sales Skills | Audio Practice | Training Manager |

 **Perform**

| <i>Outcomes KPI</i> | <i>Learning Metrics</i> |
|---------------------------------|-------------------------|
| Close \$100K in ARR per quarter | Completion Rate |

Who are you training? **Sales Development Representatives**

2. Understand and demo the product(s)

 **Learn**

| <i>Essential Skill</i> | <i>Training Course</i> | <i>Delivery Method</i> | <i>Content Creator</i> |
|----------------------------|------------------------|------------------------|------------------------|
| Our product features | About our product | Training software | Training Manager |
| How to demo our product(s) | About Our Product | Training software | Training Manager |
| Common pain points | Buyer Personas 101 | Blended | Training Manager |

 **Practice**

| <i>Essential Skill</i> | <i>Review Time</i> | <i>Training Course</i> | <i>Delivery Method</i> | <i>Content Creator</i> |
|-------------------------|--------------------|------------------------|------------------------|------------------------|
| Phone skills | Monthly | Basic Sales Skills | Audio Practice | Training Manager |
| Giving a demo | Monthly | About our product | Video Practice | Training Manager |
| Sharing product updates | As needed | About our product | Video Practice | Training Manager |

 **Perform**

| <i>Outcomes KPI</i> | <i>Learning Metrics</i> |
|------------------------------------|--------------------------|
| Average demo rating greater than 4 | Practice Completion Rate |
| Close \$100K in ARR per quarter | Quiz Scores |

Who are you training? **Sales Development Representatives**

3. Track and communicate with prospects

Learn

| <i>Essential Skill</i> | <i>Training Course</i> | <i>Delivery Method</i> | <i>Content Creator</i> |
|------------------------------|------------------------|------------------------|------------------------|
| Sales recording expectations | Our Sales Tools | Training software | Training Manager |
| Our competitors | About Our Competitors | Training software | Training Manager |
| Email and phone skills | Basic Sales Skills | Blended | Training Manager |

Practice

| <i>Essential Skill</i> | <i>Review Time</i> | <i>Training Course</i> | <i>Delivery Method</i> | <i>Content Creator</i> |
|-----------------------------|--------------------|------------------------|------------------------|------------------------|
| How to beat competitor XYZ | Monthly | About Our Competitors | Audio Practice | Training Manager |
| How to write tighter emails | Monthly | Basic Sales Skills | Email Practice | Training Manager |
| How to nurture accounts | Quarterly | Prospecting 101 | Email Practice | Training Manager |

Perform

| <i>Outcomes KPI</i> | <i>Learning Metrics</i> |
|-------------------------------|-------------------------|
| No typos in emails to clients | Completion Rate |