

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>
<b>Our Culture</b>	<b>Welcome to the Company!</b>	<b>Training software</b>	<b>Training Manager</b>
<b>Our Team</b>	<b>Welcome to the Company!</b>	<b>Training software</b>	<b>Training Manager</b>
<b>How to work the coffee machine</b>	<b>Welcome to the Company!</b>	<b>Blended</b>	<b>Training Manager</b>

**Practice**

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

**Perform**

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

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## 2. Understand and demo the product(s)

**Learn**

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

**Practice**

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

**Perform**

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

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### 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