



The Learning Alignment Process

Linking Learning to Sales Strategies to Improve Business Outcomes



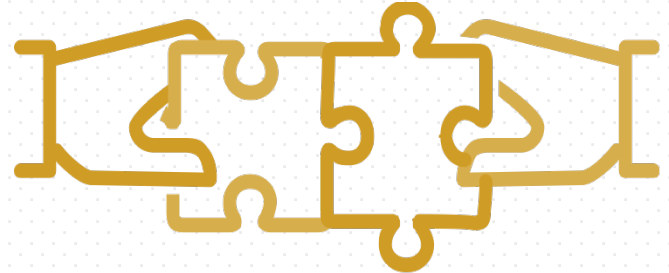
Why do we need learning alignment?

- Difficult to quantify the impact of training
- Skills taught have no direct correlation to the sales strategies
- No quantifiable sales strategies linked to sales goals
- Lack of effective coaching due to competing priorities



How do we identify and effectively align company sales strategies to company sales goals?

- Develop sales strategies based upon revenue or margin goals
- Focus strategies around specific product groups or specific target customer criteria
- Establish realistic objectives for each sales person within a given time period
- Identify the specific on-the-job behavior needed to execute those newly developed sales strategies
- Provide the skills the sales team needs to implement the sales strategies efficiently



Key Outcomes of Learning Alignment Process

1. Provides clear line of sight between sales goals, strategies and behaviors
2. Provides key metrics for measuring impact proactively
3. Provides Sales Managers with clear focus regarding “what to coach”
4. Improves Business Results



Four Key Outcomes of Learning Alignment Process:

1. Provides clear line of sight between sales goals, strategies and behaviors by

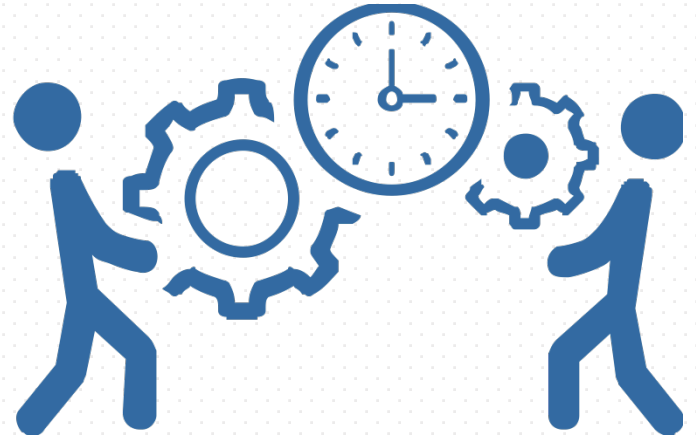
- Equipping sales leaders to define specific strategies better
- Creating quantifiable directives needed to reach sales strategies
- Providing sales teams with a roadmap to move through the stages



Four Key Outcomes of Learning Alignment Process:

2. Provides key metrics to measure impact by proactively

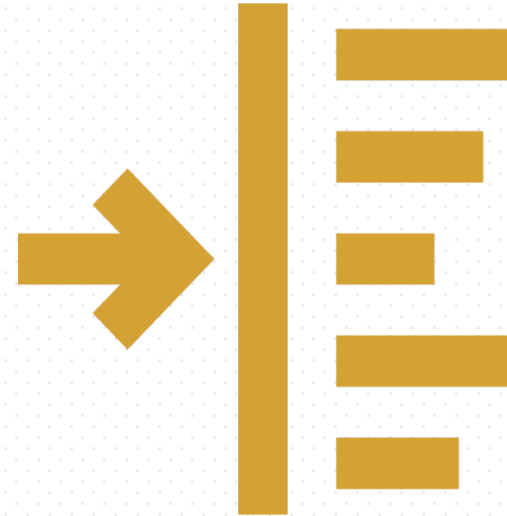
- Creating quantifiable metrics to measure the impact of sales strategy
- Defining sales milestones that sales training will use to measure ROI
- Encouraging frequent reviews



Four Key Outcomes of Learning Alignment Process:

3. Provides Sales Managers with clear focus regarding “what to coach” by

- Improving impact of training by focusing on specific on-the-job behaviors
- Building capability to execute key sales strategies
- Providing clear skills directives for sales managers



Four Key Outcomes of Learning Alignment Process:

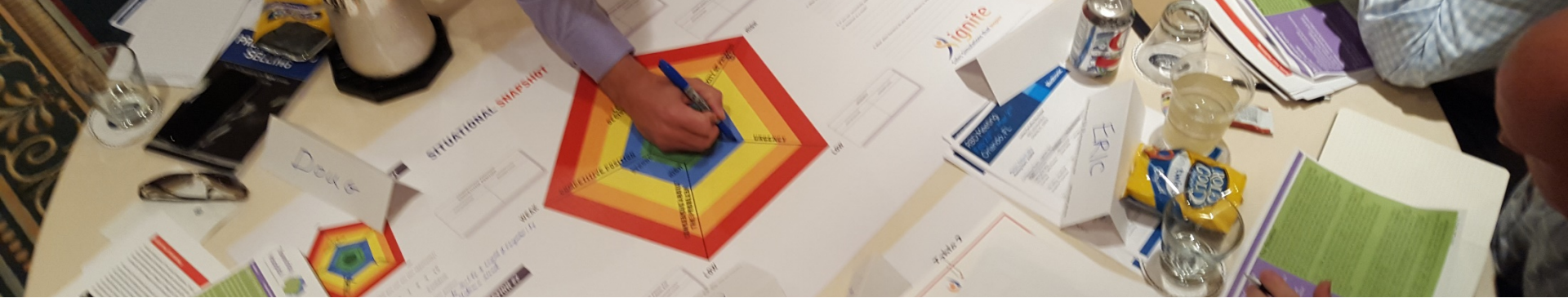
4. Improves Business Results by

- Helping Salespeople develop a stronger understanding of the division sales goals
- Ensuring teams have a greater focus on executing key strategies
- Assisting Managers to make informed decisions on adjustments needed for their coaching



Sample Learning Alignment Matrix

Job Role	On-the-job Behaviors	Key Strategies	Sales Goals
Sales Rep	Quantify the value of our solutions with key economic influencers	Increase average revenue per account by 10% through account penetration strategy of bundling our product suite	Increase revenues by 7%
	Focus on linking the strategic relevance of our solutions to the metrics of the client business	Convert 3 new competitive accounts doing >\$300k in competitive annual revenues	Increase margins by 3%
	Understand the decision criteria for the top three Key Influencers	Increase sales revenue of product X and Y by 9%	Grow Customer retention to 85%
	Engage division partners in sales efforts in conversion accounts	Close one new market opportunity per territory by year end	Achieve market share of 30%



Ignite Selling has implemented the Learning Alignment Process for multiple clients with undisputed success. To measure the impact of your training, write to us at sales@igniteselling.com.

About Ignite Selling Inc.

- Eight decades of experience in Sales, Sales Coaching and Sales Training
- Develops *custom* sales training solutions
- Creators of the Interactive Learning Maps™ for Sales and the Competitive Capstone Simulation™ for Sales
- Authors of *Premeditated Selling™* a book chosen by ATD to be “*the new way of developing smart sales strategy*”
- Trained over 10,000 sales people worldwide
- Ignites & inspires teams

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