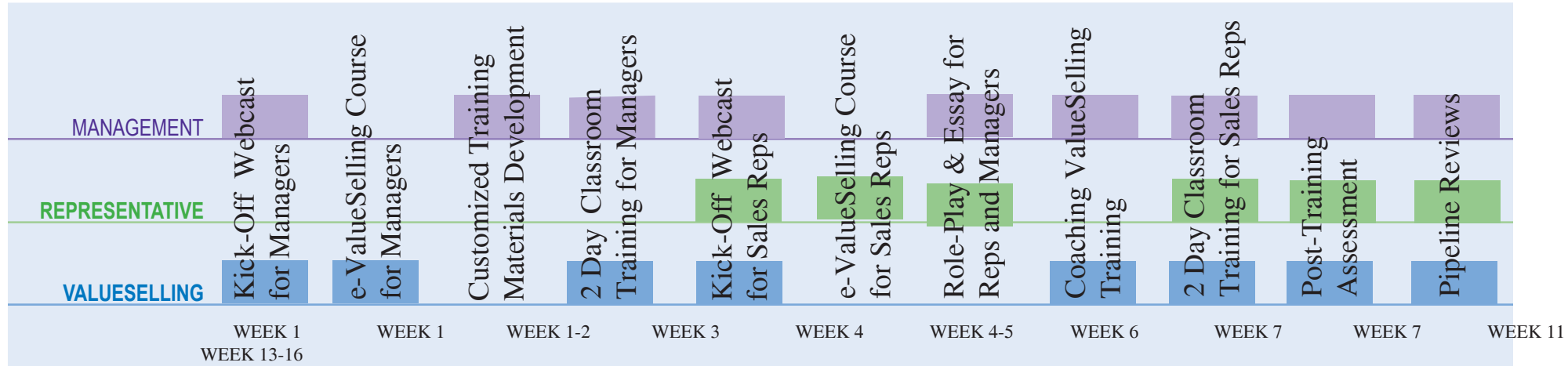


# ValueSelling Framework® Blended Learning Timeline



## BENEFITS OF BLENDED LEARNING

Blended learning combines multiple formats and delivery styles into a training program to create an environment for maximum impact and sustainability. This format takes education out of the classroom for real-world experiences and applications. The result is improved retention, sustainability, and increased student interest and motivation. The blended learning model from ValueSelling Associates includes a number of elements:

**e-Learning:** A four-to-six hour web-based course that introduces the tools, processes, fundamentals, and skills associated with the ValueSelling Framework®.

**Student Directed Activities:** Students are required to complete assignments after the eLearning component and before the classroom workshop to apply the skills and to experience the ValueSelling Framework® for themselves.

**Manager Involvement:** The single, greatest contributor to changing behavior is manager involvement. First-line sales managers are not only trained using the ValueSelling Framework®, but are also taught a coaching model to manage and lead their team.

**Application Workshop:** The instructor-led portion of ValueSelling focuses on practicing and applying skills. Time out of the field is minimized with the blended learning approach.

**Real-World Implementation:** Once back in the field, your sales executives and sales managers will conduct live deal reviews with ValueSelling Associates. Application of the ValueSelling Framework®, utilization of the ValuePrompter®, and strategies for moving the opportunity forward will be discussed.



# ValueSelling Framework™ Blended Learning Timeline Activities

## Kick-Off Webcast for Managers

The ValueSelling Framework™ Blended Learning program kicks off with a 60-minute webcast to introduce your company's sales managers to the sales training initiative and the process for completing the eValueSelling® online course.

## Customized Training Material Development

During this period, ValueSelling Associates will custom design training materials and a case study for your company for use during the classroom training.

## eValueSelling Course for Managers

Following the Manager Web Kick-Off webcast, your company's sales managers will complete the four- to six-hour self-paced eValueSelling online course.

## 2 Day Classroom Training for Managers

Your company's sales managers will attend the two-day classroom training, which includes reinforcement for the six fundamental principles that are used to successfully motivate people to buy. Sales managers will learn how to use a one-page planning tool called the ValuePrompter®, which will help them match your customer's business and technical requirements to your unique capabilities. Additionally, sales managers will roleplay a case scenario customized for your company's products and services.

## Kick-Off Webcast for Sales Reps

The ValueSelling Framework™ Blended Learning program is launched to your company's sales reps with a 60-minute webcast to introduce the sales training initiative and the process for the reps to complete the eValueSelling® online course.

## eValueSelling Course for Sales Reps

Following the Sales Rep's Kick-Off Webcast, your company's sales reps will complete the four- to six-hour self-paced eValueSelling online course.

## Role-Play & Essay for Reps and Managers

Practice of any skill is the only way to become proficient and competent. Our role play simulations are based on real-world sales scenarios that your sales executives can use to practice their skills and demonstrate their knowledge and skill before they meet with customers and prospects.

## Coaching ValueSelling Training

During the Coaching ValueSelling Training, your company's managers will learn a simple, step-by-step methodology that leverages current leadership activities. Topics covered include: forecasting, identifying and developing sales initiatives, and feedback.

## 2 Day Classroom Training for Sales Reps

Your company's sales reps will attend the two-day classroom training, which includes reinforcement for the six fundamental principles that are used to successfully motivate people to buy. Sales reps will learn how to use a one-page planning tool called the ValuePrompter®, which will help them match your customer's business and technical requirements to your unique capabilities. Additionally, sales reps will role-play a case scenario customized for your company's products and services.

## Post-Training Assessment

ValueSelling Associates conducts an online assessment with all students, with the objective of determining what the student retained from the previous training. The objective of the post-training assessment is to drive a custom plan for the organization for reinforcement and sustainability.

## Pipeline Reviews

Pipeline reviews are 90-minute opportunity reviews conducted in conjunction with the client and a ValueSelling Associates representative. The goal is to create a self-sustaining assessment and measurement program that the client can continue in the future, in order to accurately measure and grow business. These sessions break the myth that accurate forecasting is a "black art" and beyond the grasp of the average salesperson. The simple and easy-to-use Qualified Prospect Formula® is applied to diagnose deals and accurately assess the probability of closing. Applying the ValueSelling Framework to real opportunities will reinforce the process and role model how sales executives can create successful sales habits.

