

Sales Skills Workshop: Checking

Summary

On Friday, March 15, 2024, the Enablement Team hosted a 60-minute skills workshop for the Company Direct Sales team focused on one of the six critical consultative sales skills - checking.

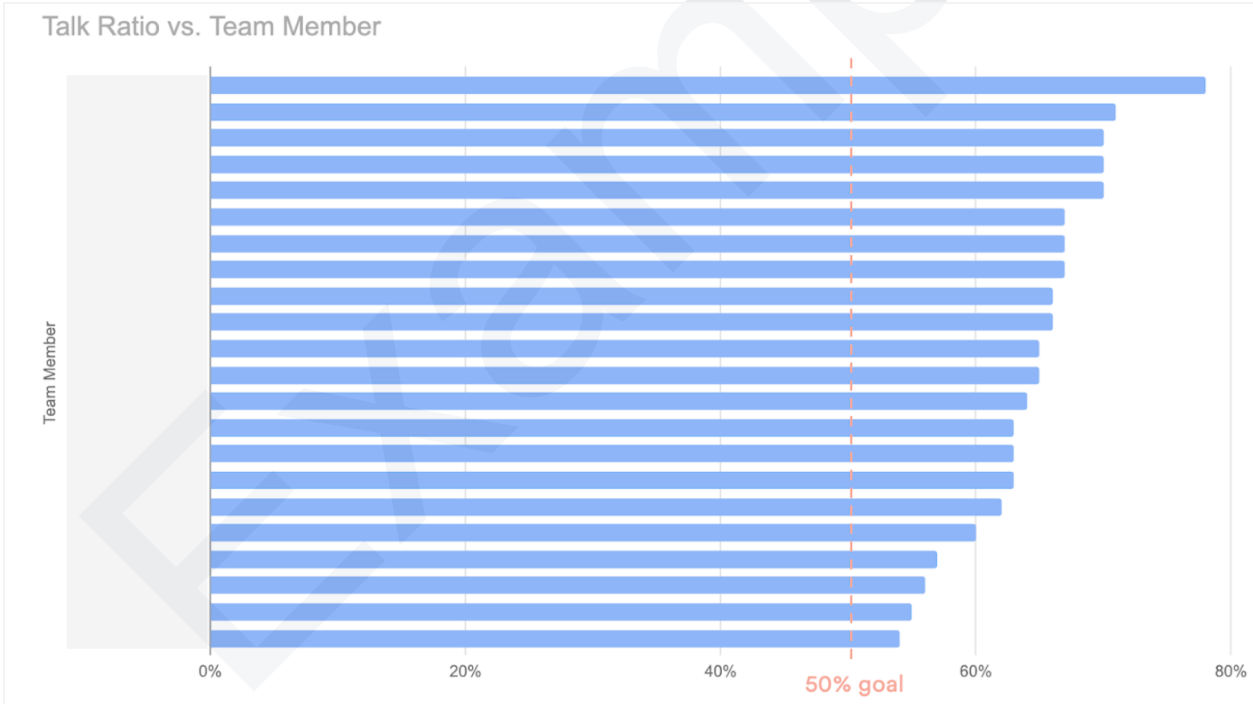
Learning Outcomes

After attending this session, reps will be able to:

- Explain the concept of closing throughout the sale
- Identify the difference between a big Close and small close
- Reflect on your own calls and identify where you have "unclosed"
- Explain the concept of checking questions and how to use them throughout the call
- Understand talk ratios and apply the 50/50 dialogue rule to their own calls

Success Metrics

Talk Ratio - One area where we will be able to measure the success of this program is in seller talk ratios. The 50/50 dialogue rule states that proficient consultative sales people talk no more than 50% of the call and position their prospect to speak at least 50% of the time. The red line on the chart below is at 50%.

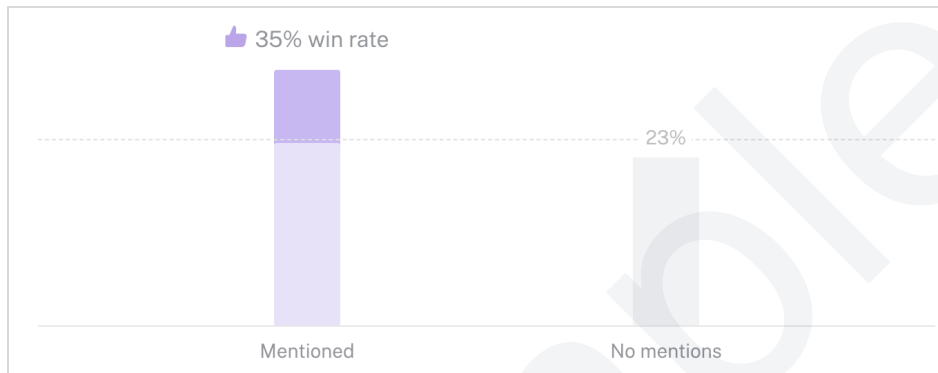


- The team’s current talk ratio is 65/35 and we will use this as our benchmark.
- Sales reps will focus on reducing their talk ratio by at least 10% after attending the workshop.
- The Enablement Team will report out on this effort during the April Sales Team MBR.
- Managers will receive bi-weekly reports on their team’s performance.
- The sales specialist with the largest percentage change will be awarded 500 LPP.

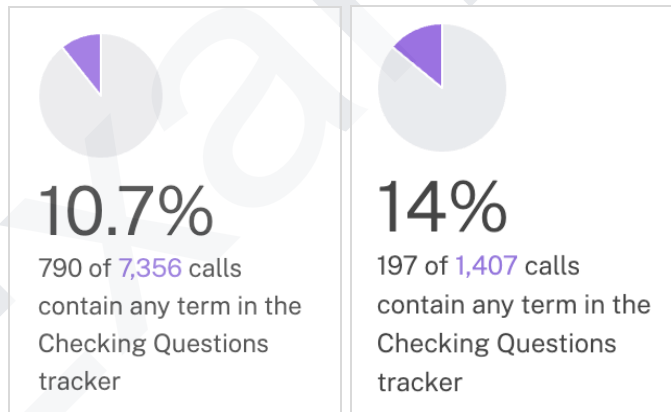
Gong Trackers - Leveraging AI in Gong, we have added checking questions reviewed in the workshop into a trackable report. This allows us to see exactly how the team incorporates this practice into their calls on the individual sales rep level.

- This information will be shared with sales leadership to help inform their coaching efforts on a bi-weekly cadence.
- Sales leaders are encouraged to incorporate this topic into their individual team meetings to keep this skill top of mind.

Calls within Q1 that mention checking questions have a 12% increased win rate than those do not mention checking questions.



- Between Jan 1-March 14, 2024, 10.7% of calls utilized checking questions.
- After the intervention on March 15, 2024, 14% of calls have utilized checking questions.



Participant Reaction Survey - The following chart shows feedback from the participants regarding their initial reactions to the workshop and their ability to meet the learning outcomes.

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Rank how you agree with each of the statements below	This workshop was relevant to my role	79%	21%	0%	0%	0%
	I feel more confident in my work after attending the workshop.	37%	53%	10%	0%	0%
Rank how you agree with each of the statements below after having attended the workshop	I can explain the concept of closing throughout a sale.	68%	32%	0%	0%	0%
	I know the difference between a Big Close and small close.	58%	37%	1%	0%	0%
	I feel confident in identifying where I have unclosed.	42%	48%	10%	0%	0%
	I can explain the concept of checking.	84%	16%	0%	0%	0%

96% of participants strongly agree or agree with the above statements.

Feedback Highlights

- "Overall I thought this was one of the better sales trainings that we've had!"
- "Loved this, been wanting more sales specific training sessions. Thank you looking forward to continuing these (and implementing into the sales process)"
- "KEEP EM COMING!"
- "Very Helpful and insightful. Learning is power."

Additional Resources

- [Problem Solving Doc](#)
- [Sales Skills Workshop - Checking Deck](#)
- [Job Aid Worksheet](#)
- [Raw Data Feedback](#)

I feel more confident in my work after attending the workshop.

