

# Sales Force Enablement

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## Work Smarter, Not Harder

Your sales force has a powerful influence on your bottom line, but how do you keep them trained when new products are being released every day and the competition is getting stronger. Speed to market has become a critical success factor.

- Are you losing revenue because by the time you disseminate relevant information to your sales team, the opportunities have passed?
- Is your sales force struggling to keep up with current market and product information?
- Are you spending too much money on traditional forms of sales activities, such as face-to-face or on-site sales training?

One of the most cost-effective ways to boost revenue is to ensure that your organisation's sales force is continually ready to sell. To prepare your sales team to may be relying on a variety of communication vehicles; but traditional activities such as face-to-face training events are often costly and time consuming to deliver.



Preparing sales force enablement training using e-learning allows organisations to

- Accelerate the training cycle and increase the performance of their sales force
- Reduced the time to market for new product launches, either globally or locally
- Increase their sales teams' knowledge and skills about your products and your organisation.
- Minimise the time away from selling to your customers and reduce the cost of instructor-led training sessions





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### More than putting courses online

e-learning is not just about putting courses on line its empowering the end users to be able to access information and resources when and where they need it. Its also about providing information to management so that they can see trends or patterns in terms of the learning and sales metrics so that they can effective action if needed.

Using the IBM e-learning solution set organisations can now deliver:

- Self-paced learning to their sales team about the organisation
- Synchronous Virtual Classroom sessions to reach a wide audience in a short period of time to enable them on new product updates and offerings
- Provide resources and information to compliment the learning
- Provide access to experienced sales force members through the Expertise Locator in real time or through asynchronous forums, and
- Provide management with the information and input they need in a timely and efficient manner on training and learning content

The benefits will speak for themself:

- Improve sales and marketing performance by rapidly build sales expertise
- Deliver more effective content
- Spend less time searching for product information and sales tools
- Save money in face-to-face training delivery, travel and documentation costs.

Contact us if you would like to discuss your requirements further or to arrange a meeting and demonstration.





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