

DELIVERING IMMEDIATE RESULTS TO THE SALES MANAGEMENT TEAM AT ORACLE

Scott Stoll, VP Sales at Oracle, determined that his sales management team would benefit from a program that offered them extremely relevant sales and business leadership approaches. However, he realized that he could not afford to take his entire management team out of the field for the usual three or four days to attend the program. Also, with the team located throughout the Americas and in India, travel would be cost prohibitive. That is when he contacted 3g SellingTM.

The needs of the organization were to provide applicable sales leadership approaches to a management team that mainly had come up through the ranks. All were very hard working individuals, but mostly lacking in any formal exposure to consistent practices for effective selling in today's world. Oracle had already adopted a sales process with interlocks to their customer's buying process. This provided a perfect foundation for the 3g SellingTM program of live web-based Integrated Learning Modules.

A 12 module program was configured that would be delivered weekly, with the exception of a one month break for the last month of the fiscal year. The program covered the typical third generation topics of synchronizing selling activities to the customer's buying process, pipeline planning, pipeline management, coaching, and sales leadership. Following the 3g SellingTM Integrated Learning approach there were two additional Master Classes included with the program, and each module was followed by a Work Assignment. This Work Assignment took the learning from the module and translated it into immediate action. Each successive module then started with a "look back" to the previous module's topic and, usually lively, discussion on what participants had found as a result of their implementation.



It was found that this immediate application, and reflection, of new approaches and tools enabled a learning environment that is far richer than the traditional classroom. There was accountability for implementation and a strong desire on the part of the participants to "stay with the program" so that they could build on their inventory of sales approaches and tools.

Thanks to leveraging delivery styles from broadcast media and the latest approaches in live-web based training, each 1 ½ hour module was compelling and generated interaction across all participants.

Scott Stoll comments on both the content and the delivery style. He says "What separates the 3g SellingTM training regimen from the pack is the unique ability to compress the most meaningful components of what sales professionals and leaders need to know, and then to present it in a meaningful way, at a fast pace, so they can put it to immediate use." On the delivery style he commented: "3g SellingTM is *not* traditional sales training, it's a forum and sales mentoring program that allows your sales leaders to learn highly relevant sales tactics and best practices that they can immediately apply to their current approach. If you're looking to provide your sales leadership team with fresh new concepts that they can add to their regimen at a fast pace, this works. If you prefer long days in the classroom, less than relevant and outdated exercises, and are less concerned about immediate results - this probably isn't for you."