

# BUILDING A TOP-PERFORMING SALES TEAM



Hosted By: Lauren Bailey

Featuring: Devyn Blume



*Sales Shots served straight from* **sales THE BAR**



# JOIN US AGAIN!



30-min  
Tip-rich  
Served Monthly  
Rep & Mgr  
Free!

## Upcoming Workshops

- How Real People are Winning the Sales Prospecting Game Using AI – May 20<sup>th</sup>
- Sales Manager Coaching Acceleration System **Certification** (fee associated, limited space) – May 1st
- What Type of Sales Manager Are You? (& How to Make It Your Superpower) – June 18th

**REGISTER: [FACTOR8.COM/SHOTS/](https://factor8.com/shots/)**

# SALES SHOT #1



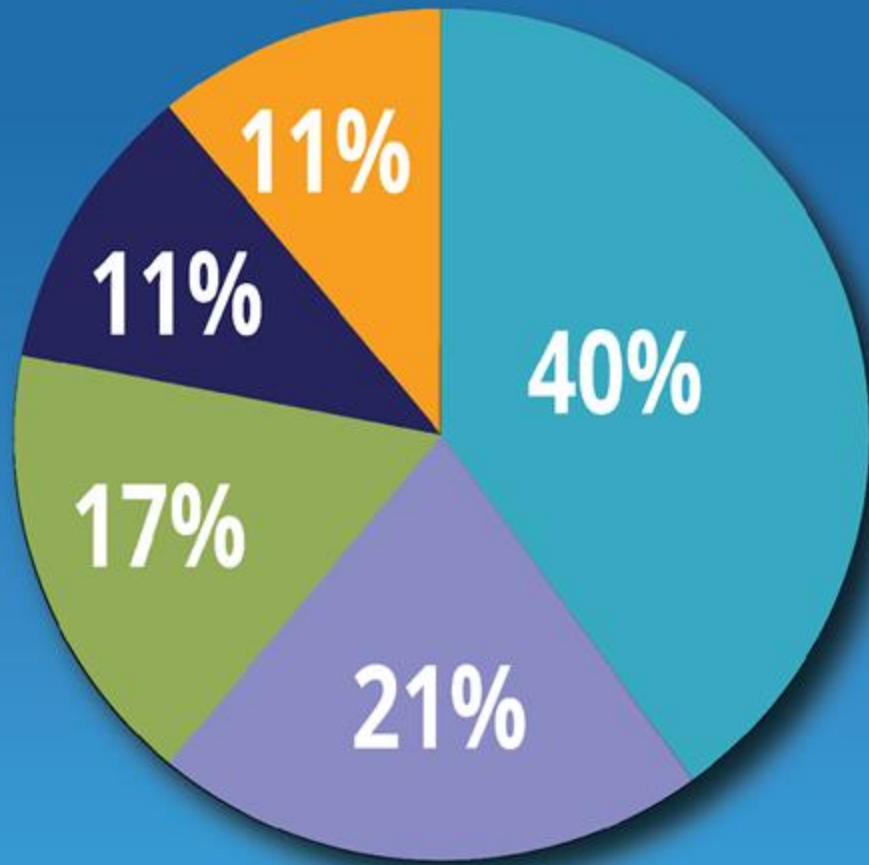
It's Rough...

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# HARDEST PART OF GETTING STARTED

- Confidence!
- Finding & Connecting
- Value First

# WHAT ARE YOUR OVERALL CHALLENGES WITH VIRTUAL SALES?



- Research and prospecting calls
- Structuring and organizing my day
- Progressing deals in a virtual environment
- Running virtual sales meetings
- Closing deals virtually

# WHAT ARE YOUR OVERALL CHALLENGES WITH VIRTUAL SALES?

## What is difficult about phone prospecting?



- Running an engaging meeting by incorporating customer stories
- Asking effective questions that uncover potential opportunities
- Locking down concrete next steps
- Controlling the call

## What is difficult about closing deals/opportunities in a virtual environment?



- Knowing who is involved in the decision-making process and when deals will close
- Having concrete reasons why prospects must work with us now
- Overcoming price objections
- Reps aren't getting referrals after deals close

# CRITICAL CONFIDENCE

- Allego Show Reels
- AI Role Plays
- Manager-Push Micro Learning
- Call Goals
- Call Recordings & The Pause Game

# SALES SHOT #2



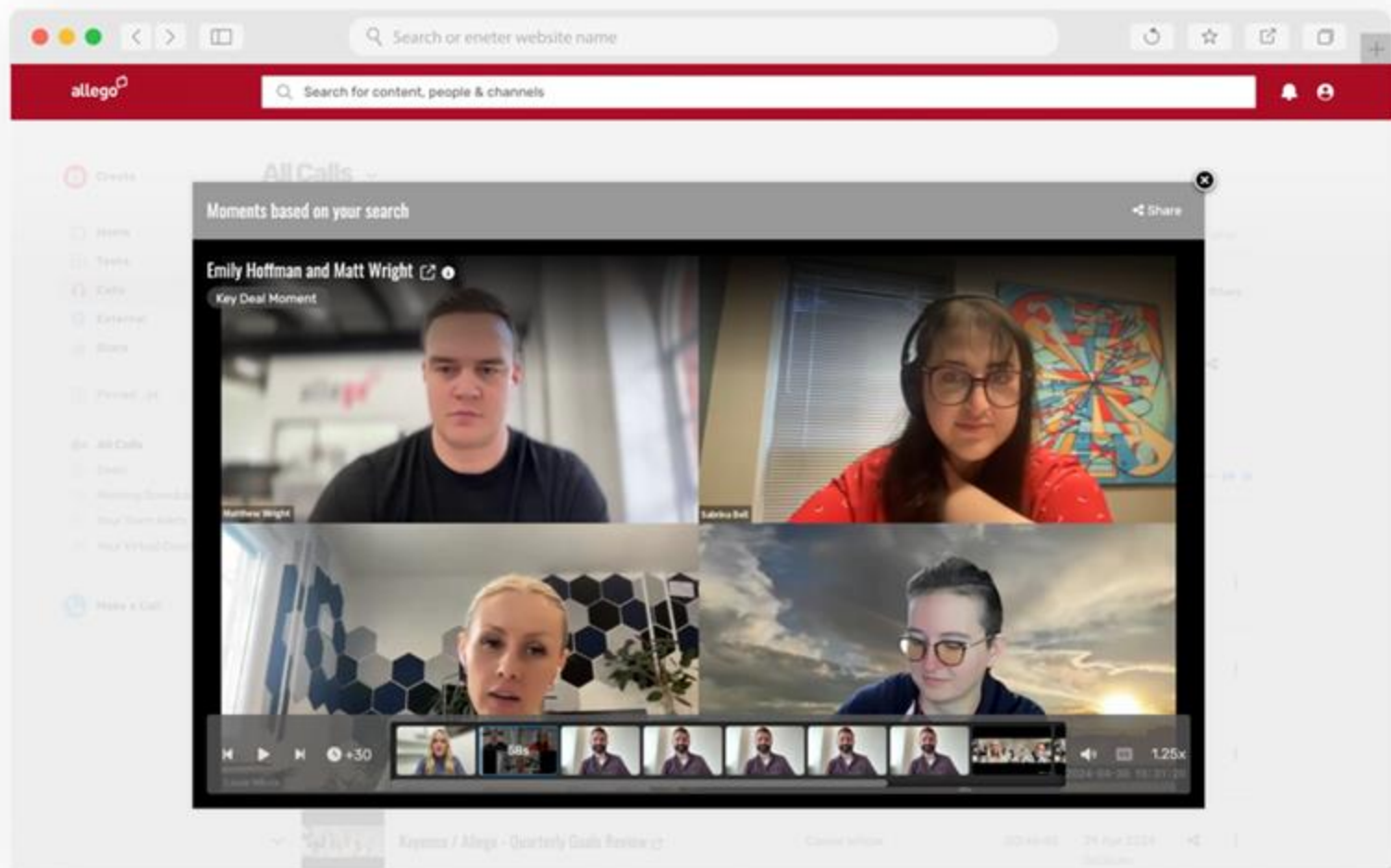
**You Can Do It!**

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# Deal Moments That Matter

## Deal History Showreels

- Generate showreels based on key moments and turning points happening on calls and meetings for every deal
- Pinpoint the exact moments that convey changes in a customer's disposition based on key qualifiers





**THE PAUSE GAME**



**ACTIVE RECALL**

Don't re-read it, RE-CALL it (practice)

# MANAGER TOOLS IN THE SALES BAR

**COACHING FORM | PROSPECTING** sales THE BAR

**INSTRUCTIONS:**  
 Assess & coach calls for both **WILL & SKILL**. First, mark Y/N or X for N/A if the skill was attempted on the left (**WILL**).  
 Next, mark Y/N/X if the result on the right is achieved (**SKILL**).  
 Then rate the skill 1-3. If a rep scores below a 2, consider it for the WINS & assign the related class.  
 1 = NEEDS WORK 2 = COMPETENT 3 = HIGHLY SKILLED

SKILL AREA	(WILL) Attempted / Not Attempted	Y/N X	(SKILL) Are these results achieved?	Y/N X	1 2 3	Class to Assign
Data Quality Account Depth	Seller proactively speaks with "live bodies" to capture new prospects and information (vs. trying to bypass)		New contact information is regularly captured for prospects accounts and added to CRM			Capture CONTACTS
	Sales representative makes multiple efforts to engage and get bonus info or additional contacts		Contact info fully captured including full name, title, role and contact info			
Voicemails	Voicemail was left		The receiver will have a positive impression of the rep / brand			Messages That Get Returned
	Voicemail was short and compelling		Reviewer will be tempted to call back			
Call Opening	Call introduction answered who are you, what do you want, and why the customer should care		Customer was engaged - allowed rep to finish and began conversation			SWIFT Introductions That Work
	Intro was focused on value to customer (vs. the rep) and got customer talking		Customer engaged in conversation and did not immediately brushoff / dismiss			
Dismissals / Brush-Offs	Rep responded to customer dismissal pleasantly -- not defensively		Customer did not get defensive or hang up			Overcoming The Brush- Off
	Rep handled the dismissal differently than an objection and re-engaged the customer		Customer re-engaged and the conversation continued			
Value Props	Statement addressed who we are and why they care		Customer showed signs of understanding the company / product / service			SWIFT Value Statements
	Statement was short and customer-focused, not sales pitch		Customer didn't disengage			
Engaging / Rapport Building	Rep demonstrated curiosity and interest in the customer and business		Customer engaged in the conversation and talked about their business / situation			Engaging Your Customer's Business
	Rep used active listening and question techniques to engage the customer		Customer talked more than the rep, gave deeper information and would reflect positively on the call			

Circle skills to attempt next time      Circle results to focus on next time

1. Identify The Gap

1. Assign The Course

1. Use The Coaching Tools

Learning Path

**Business Acumen | Full Learning Path**  
 Duration | 30 min This course is an all-around business p.

Learning Path

**Business Acumen | Manager Toolkit**  
 Managers, imagine if you had a superhero's tool belt to arm

Learning Path

**Call Goals | Full Learning Path**  
 Duration | 30 min Are you a frequent offender of using th

Learning Path

**Call Goals | Manager Toolkit**  
 Managers, imagine if you had a superhero's tool belt to arm

Learning Path

**Own Your Sales Day | Full Learning Path**  
 Duration | 45 min Ready to use your time to Own Your Sale

Learning Path

**Own Your Sales Day | Manager Toolkit**  
 Managers, imagine if you had a superhero's tool belt to arm



# Train Managers How To Develop Their Teams

# Bonus Chaser!



“Coach the Coach”

www.Factor8.com

The screenshot shows a learning management system interface. At the top, there's a header for "Developing Your Team [MANAGER] | Full Learning Path" with a duration of 45 minutes. Below this, there's a progress indicator showing 0%. The main content area includes a description of the course, a button to "Continue this learning path", and a list of course items. The list is divided into two sections: "Course Pre Work (Learn)" and "Application Activities & Materials (Show!)".

**Developing Your Team [MANAGER] | Full Learning Path**  
Duration | 45 min

As a manager, it's our obligation to help our reps grow!  
The words that we use can inspire and motivate our reps to grow! Find out how to make our teams' daily activities extraordinary and make a difference in doing so.

Easily **DOWNLOAD** or **PRINT** the materials by visiting the "Additional References" section below.

[Have Questions? Check out our Knowledge Base here.](#)

[Continue this learning path](#)

☰ Courses   ■ Additional References

▼ **Developing Your Team [MANAGER] | Course Pre Work (Learn)** 0%

- ▶ INTRO VIDEO [Developing Your Team] ⓘ
- ▶ ELEARNING [Developing Your Team] ⓘ  
0% My Score
- ▶ QUIZ [Developing Your Team] ⓘ  
80% Passmark 0% My Score

▼ **Developing Your Team [MANAGER] | Application Activities & Materials (Show!)** 50%

- ✓ TOP TAKEAWAYS [Developing Your Team]
- ▶ SKILL SHOWCASE [Developing Your Team]
- ✓ ACTIVITY 1 [Developing Your Teams]
- ▶ ACTIVITY 2 [Developing Your Teams]

# SALES SHOT #3



Start At The Beginning

[www.Factor8.com](http://www.Factor8.com)

## EARLY TEAM SKILLS

1. Voicemails
2. Intros (SWIFT Baby)
3. Value Props
4. Capture Contacts
5. Overcoming Brush-Offs

# SALES SHOT #4



Tools of the Trade

[www.Factor8.com](http://www.Factor8.com)

## TOOLS THAT WORK

- Lists & Data
- (Sales Nav/ZoomInfo)
- Just In Time Training
- Call Recording + Library
- Timed CRM
- Digital Sales Rooms
- AI Role Play

# Scale Coaching with AI

AI Scoring and Feedback for Exercises

- Deliver automated, actionable feedback and comprehensive scoring on real-life calls to augment human coaching insights
- Prioritize grading with auto-generated insights and improve the quality of feedback
- Enable reps to self-improve on any device

Chrome File Edit View History Bookmarks Profiles Tab Window Help

Search Results - (3) Andre H... Practice & Coaching: Messa... +

my.allego.com/play.do?contentId=4606594&sch=-4&q=is%3Aresponse

Practice & Coaching: Messaging Exercise Devyn Blume Follow

Options

Allego Spark  
5 high-scored areas, 2 low-scored areas

Personal Command  
Likable and Credible on video 4.5 stars

Value Selling  
Average 3 stars

Addressed required points  
Yes Yes

Product Knowledge  
Excellent 5 stars  
This is the area where you really excel. You have an opportunity to be one of the best storytellers on the team.

Market and Competitor Awareness  
Excellent 4.5 stars

Leadership Skills  
Fair 2 stars

Overall Comments  
This is the area where you really excel. You have an opportunity to be one of the best storytellers on the team.

0% viewed  
00:13 -00:00

For Internal Use Only

# ENABLEMENT + LEADERSHIP PARTNERSHIP

- Train Top Seller Outcomes
- Selling Techniques
- Managers = Role Play Final
- Managers = Day One
- Mentors = Day Two
- Monthly Meeting Swap

# SALES SHOT #5



2 is Better than 1

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# A BETTER REVENUE-ENABLEMENT PARTNERSHIP

## For Sales/Revenue Leaders:

### Partnering With Sales Enablement



If men are from Mars and women are from Venus, Sales and Training/Enablement are two entirely different galaxies. What makes us each most successful is often what makes partnering so frustrating. Here are 8 road-tested ideas to help maximize your interactions & results!

#### ENABLEMENT WORKING WITH SALES CHECKLIST:

- Keep meetings short & fast. Confirm meetings the day before via text if possible
- Get 3+ follow-up resources – top, middle, and struggling sellers + go-to Sales Manager
- Uncover root causes by questioning results, metrics, challenges, sales cycle stages & KPIs
- Get 5+ recorded call/video examples so you know where to insert new skills + role play ideas
- Move mountains to move fast but set expectations up front for build time + class time
- Appoint a sales liaison to shadow sales, attend meetings, and translate. Ask for same
- Always document deliverables, expectations and commitments in a client “contract”
- Measure results post-training: 2 weeks, 4 weeks, 8 weeks. Raise flags if no movement

#### SALES WORKING WITH ENABLEMENT CHECKLIST:

- Explain root cause & desired outcome, not just the desired training class. Give 10 examples!
- Dedicate 5x the time you think – building effective training takes 5 hours per 1 hour in class
- Collect baseline KPI measurements from past 3-6 months to measure post-training success
- Explain the metrics and how the skills affect them. Give 3 alternate root causes to the issue
- Be ready to kickoff the training yourself and set expectations for practice and application
- Require all managers to attend the training & coach the skill after training (ask for these tools)
- Prioritize post-training focus on skills: scorecards, gamification, huddles, required coaching
- Appoint a leader as liaison to build relationships, attend enablement meetings, negotiate



#### WHERE DID THIS COME FROM?

Factor 8 Founder, Lauren Bailey split her career between leading sales divisions for companies like Sony and HP & running global Training & Enablement for IBM and SAP. Today she and her team of former sales leaders turned trainers provide rep skill-building curriculum for under-resourced enablement departments and training & coaching tools for busy sales managers.

*“Our best experiences and fastest results are when we partner with both divisions together.”*

Contact us directly to **License**, **Outsource**, or **Partner** with Factor 8 for quick wins!  
info@factor8.com

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WWW.FACTOR8.COM

FACTOR8.COM/LEADERSHIP

## For Enablement Leaders:

### Partnering With Sales Leaders



If men are from Mars and women are from Venus, Sales and Training/Enablement are two entirely different galaxies. What makes us each most successful is often what makes partnering so frustrating. Here are 8 road-tested ideas to help maximize your interactions & results!

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# JUST-IN-TIME TRAINING:

*What's Next?*

1. Business & Industry Acumen
2. Discovery
3. Qualify & Capture
4. Bridging
5. Engaging Customers
6. Fast Access to Content!

# SALES SHOT #6



Just In Time!

[www.Factor8.com](http://www.Factor8.com)

# RETAINING TOP TALENT



**FACTOR 8 TIPS**



**ALLEGRO TIPS**

# WIN THE DEAL, RECORD THE WIN

## Solicit SME Insights & Field Knowledge Agile Content

- Easily collect and distribute insights from the field
- Add videos to playbooks or curated learning channels

The screenshot displays the Allego platform interface on a laptop. The top navigation bar includes the Allego logo and a search bar. The main content area is divided into several sections:

- Left Sidebar:** A navigation menu with options like Home, Tasks, Calls, External, Stats, Shared With You, Recently Viewed, and various content categories such as Negotiation, Company Collaboration, Demo Content, Playbooks & Resources, Systems & Processes, Podcasts, Leadership Development, Training and Assessment, Marketing, Coaching, Best Practices, Sales Kick Off, Playbooks, Customer Training, Your Content, and Show more.
- Central Content Area:** A grid of content creation and management options, including Win Report, Field Insight, SME Update, Leadership Update, Record, Link (URL), Import, Qcard, Exercise, Eval, Channel, External Channel, and Event.
- Right Panel:** A section for course management, showing a 'Core Product' and a 'Live Dialogue Simulation - Advisors.zip' course, both marked as 'NOT STARTED' with progress indicators and 'Start' buttons.
- Bottom Section:** A 'Recommended' section featuring a video player with a thumbnail of a woman, a 'Master Demo' calculator tool, and a 'Barbara Hunter c/o Allego Master Demo' video player.

The Allego logo is visible in the top right corner of the interface.

# Bonus Chaser!



## Then What?

### LEVEL TWO

1. Time Mgt
2. Referrals
3. Rapport
4. Listening
5. Questioning

### LEVEL THREE

1. Consulting
2. Demos
3. Stories
4. Closing
5. Objections

# SALES SHOT #7



DO IT FAST

[www.Factor8.com](http://www.Factor8.com)

## MORE EFFICIENCY TIPS

- Dialer!
- Bite-sized Materials
- Reduce the Tech Stack!
- Automated Summaries
- Content Engagement Notifications
- Trend-line Dashboards
- Manager Job Training



**I'VE TOLD THEM TO DO IT 100 TIMES!**

# MOST MANAGER COACHING = INEFFICIENT

## The Forgetting Curve



★ = Coaching is the repetition



# COACHING DEFINITION:

Ongoing **development** method used by leaders using **questions** to **inspire** + deliver **personal feedback** on **skills**.

# FACTOR8 Coaching Acceleration System + Certification

May 1<sup>st</sup> – September 26<sup>th</sup> | Virtual

- ✓ Have more time to coach
- ✓ Get more out of meetings
- ✓ Spend less time preparing
- ✓ Get out of firefighting mode
- ✓ Unlimited templates & tools
- ✓ Spend more time with your team
- ✓ Get more of your team to quota
- ✓ Help rockstars unleash higher results
- ✓ Coach effectively to drive real results
- ✓ Free training resources for your team

*Become the Coach You've Dreamed of Being!*

**REGISTER: [FACTOR8.COM/COACH](https://factor8.com/coach)**

25 Seats (5 per org max)

# What Type of Sales Manager Are You?

Discover your sales superpower in just 3 minutes!

Learn your strengths and get tips to tackle any skill gaps.



**TAKE THE QUIZ: [FACTOR8.COM/QUIZ](https://factor8.com/quiz)**

# MANAGERS, GET MORE ROI

## 8 Things to Maximize Training ROI

1. Customization – you ARE a snowflake
2. REAL best practices from the field
3. Manager pre-training
4. Skills framework & competencies
5. Measuring baseline KPIs
6. More than an event
7. Manager how-to-coach training after
8. Make it searchable

# Bonus Chaser!



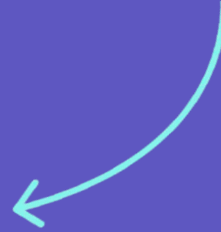
[www.Factor8.com](http://www.Factor8.com)

## BEWARE OF BAD TRAINING

- Same 2-day programs for all
- Doesn't link to biz outcomes
- No competency framework
- There's a set workbook
- Event / thought leader video

# Get More with Allego

Find the **recording** + **resources** within this digital room:



<https://p.allego.com/3ofS9ZvcyDochq3>

allego 

# EXTRA SHOT



[www.factor8.com](http://www.factor8.com)

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