

Start training your  
team now  
- for FREE!



Mark Moore

# Start training your team

So you want to start the training now, for free? Good. Start now, and start strong!

I have two suggestions:

1. Contact me to run this session for 1 hour for you (for free, over the screen, providing you have 3-7 people that you're serious about training up, and providing I'm talking to the decision maker who's looking at training up your team)
2. Get started immediately by running it yourself with my paint-by-numbers approach below

## Prep

1. Confirm who should be there
  2. Schedule a 1.5 hour meeting with the team
  3. Copy, paste and send the message below to them
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This message is from Mark Moore who's designed this kick off session:

Hi team,

I'm Mark Moore and I've pulled together this technical sales training kick off session. It's designed to get us all facing in the same direction and take the first few steps that will put us in a strong position to begin improving at technical sales the right way. For it to work, please do your bit to follow the four points below. The formula works!

- Arrive on time, switched on!
- Keep the session relaxed and informal (Mark's are, and this works as people open up to learning better)
- All work hard to keep things on track (no distractions)
- Bring pen/paper as we'll work through some exercises

If we all contribute ("everyone lifts!" is the right mindset) we will all walk away stronger and better off than we were when we walked in.

Thanks,  
Mark

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Come along to the session with access to the documents in the ["Technical Sales Training Starter Kit" here.](#)

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## The kick starter workshop

### Intro

Throughout, **read out the text in blue**. The black text in *[square bracket italics]* is instructions for you. If you want more team involvement, you could always take it in turn to read the blue paragraphs out.

*[Ask them why we're here. Steer them to understand that ultimately we want to support the team in being the best they can in technical sales, whilst also giving them reliable approaches for an easier, more confident, and more effective path through to getting to the top of their game. This kick starter session opens up some initial 'moves' about where we're heading.]*

*[They may want to know who designed this]*

- Mark Moore - Director of Excelerated Performance Ltd
- Ex-engineer turned business owner turned (technical) sales professional
- Specialises in helping technical teams to improve how they sell
- Teaches the very techniques he used to sell into numerous global corporations (McKinsey, Apple, Capgemini, KPMG) and even more small businesses, globally. They work.

*[Read this agenda out to them, and consider projecting on screen]*

In this session we'll look at 5 exercises:

1. Exercise 1: The purpose of a business: gets our eyes on the goal [5 mins]
2. Exercise 2: Winning or losing in the moment: how to lean towards making the technical sale [20 mins]
3. Exercise 3: Becoming a stronger tech sales professional: the one measure you want to improve [10 mins]
4. Exercise 4: Accelerating your growth: your personal high impact area [20 mins]
5. Exercise 5: Your teams learning plan: your target areas for improvement [20 mins]

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## Exercise 1: The purpose of a business

"What's the purpose of a business?"

*[Get their perspectives (they will inevitably say 'profit' or 'money' or 'bottom line'), then lead them towards Peter Drucker's description (the management guru who was big in the 70's/80's)]*

"The purpose of a business is to create and keep a customer'. That's Peter Drucker's take, and it works perfectly for us in technical sales. Why creating and keeping a customer? Because if you focus on profit, it can lead businesses to unethical practices."

*[You can discuss this]*

"But if you focus on creating and keeping a customer, on repeat, then you keep moving towards maximising value to your customers, and the profits take care of themselves.

Our business must create and keep customers, and we, in technical sales, must work out how to maximise our contribution towards achieving that. And, BTW, it's worth noting that our roles exist, because someone at some point created and kept customers for our business. Acquiring customers creates employment, and creates an opportunity to add even more value to customers. You could say that when our value goes up, our value to customers goes up, and when the value to customers goes up, we all go up.

If you want to excel in this career, it pays to upgrade your capabilities and 'know-how' so that you habitually become a magnet for opportunities, can create them (because you can see what your customer cannot), and seamlessly convert them into business, in a way that feels good for your customer and you, because you know how to steer a customer's mind through the buying process. The good news is this skill is learnable. You can do it systematically, with confidence once you've learned how.

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## Exercise 2: Winning or losing in the moment

OK, another question. **'What percentage of what you say or do in front of customers, do you think affects whether you make the technical sale or not?'**

*[Get some answers and discussion]*

Here's a useful thought: "Every single thing you say or do in front of prospective customers, either takes you towards the sale, or moves you away from it."

100% counts. The customer is interpreting your every move! In their head, via your approach and interactions, you're either winning them or losing them at any given snapshot moment. The customer is watching. And their emotions are at play. They're not just focused on what they're about to buy, but how they're feeling about the journey there with you by their side.

***This is really important.*** Your technical sale is as important as the overall sale, because it enables the overall sale. For your purposes, it all hinges on you. And your customer wants to be ***helped to make the right buying decision, in a way that works for them.*** Your job is to help them achieve that, efficiently, skilfully and professionally. Let's increase our chances at doing that:

***[Exercise: Draw up two columns for everyone to see. On the left, label it 'AWAY' and on the right label it 'TOWARDS'. With the group, consider what you might do or say, that might take a customer TOWARDS buying (they 'like' the behaviour as it helps them) and AWAY from buying (they don't like the behaviour - it frustrates them. You could focus this exercise on a specific interaction (eg. initial conversation, or demo) or do it more generally across the whole 'customer journey'. Get the team to add their ideas to both columns. Once done, you can read the next part out.]***

"These things are quite easy to write down (although we'll likely miss many that matter too). But of those we caught, it's worth asking how easily, well and consistently we might get ourselves to eliminate the bad habits and purposefully amplify the useful ones. It's a bit like saying, "to get fit, I'll stop eating all bad stuff, and run 10 miles every day." Sure. On paper it sounds like you might give it a go. But in reality, applying it consistently would probably require SUPPORT. Because we're breaking habits, and building new ones, live in front of the customer in the right ways at the right times.

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## Exercise 3: Becoming a stronger tech sales professional

"OK, let's take a quick look at room for growth for our team. The question we'll ask here is "What could we be doing, more consistently, that we are not?" And "what trajectory are we on, as pressures and competition increase around us?" These are worth a discussion. Let's also consider, "What opportunities are out there that we are not yet exploring and taking advantage of?"

*[Discuss these briefly and get some thoughts]*

"Let's begin to make this useful to us all. Let's all of us draw a scale in front of us. *[Do it!]*

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**What one thing, one measure would you most want to increase if you were able to do so?** Think about your role, and if you had a magic wand, what would you want to improve, measurably about how you function in your role? Would it be a certain sales related target? Would it be conversions? Would it be something 'softer' to measure, like your confidence in your process? Is there a numerical target you're after? Or maybe you can pick something qualitative and put yourself on a 1-10 scale?

Have a think, and let's discuss some ideas, and then let's all choose a scale, name it (e.g. "Confidence in my role" or "Quality of relationships with customers", or "Product knowledge" or "Quality of demo's"). And mark where you think you're currently at on it.

*[Support your team to all get a current benchmark measure]*

OK, where do we all want to realistically be on that scale, in 6-12 months? Mark that. We should all stretch ourselves, whilst having a strong belief that it's achievable, with support and focus. Also mark whether you're going for a 6 or 12 month shift.

*[Support the team to get this second measure on the scale]*

**Now, what would the value be to YOU PERSONALLY in your life and your career, if you were to close that gap and pull yourself up to that level?** Each of us are to take it in turns to tell the team what we think that might do for us. Put it in to words. Think big. There are always ripple effects over the short, medium and long term. So as each of us shares out thoughts, let's help each other think even bigger and get further ideas. Here's one idea: "If you got there you would develop strong self-belief that you can improve your situation and outcomes. Which means you could do it in other areas too." OK, let's get some ideas.

*[Go around the room and get everyone to share, and help each other out. This is so important, because you're creating strong drive across the team to improve. This will go a long way in determining how well your team could eventually perform, because all of this stuff is learnable providing that they are driven to want to!]*

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## Exercise 4: Accelerating your growth

There are some eye-opening ways to accelerate your learning of just about anything. Mark used to run an 'accelerated learning consultancy' that helped large organisations shortcut the learning of new skills. And he now turns these towards helping technical sales teams. We're going to look at just one small idea that can help you accelerate your improvement on the scale you identified in exercise 3.

We want to ensure that we prioritise learning and improving *the one thing that will make most impact* on lifting that scale. Most training courses ignore that, and just throw lots of things to learn at you. That means things you don't need (that make little impact) get in the way of things you do! It's a fundamental flaw in most learning that you can circumvent.

OK, how strong is a chain?

*[As strong as it's weakest link!]*

It doesn't matter how strong the other links are. The weak link sets the strength. And the same applies to your important technical sales capabilities! They work together in 'concert' as a system. But the weakest will set the height at which you'll go. We must bring the weakest (the critical constraint) up! Note: this technique works, but also on Mark's training, he helps individuals build an approach that leverages their unique strengths, thus eliminating or mitigating weaknesses anyway. However, the weaknesses that do still come in to play need to be lifted!

OK, all of us are to look at the measure we chose in exercise 3. What skills, knowledge areas, behaviours or capabilities would YOU (that's each of us) need to be strong enough at in order to move *that measure* up the scale. **Write them down.** They'll form part of your learning action plan. You may get ideas from the 'toward' and 'away' columns in exercise 2. You may also want to share with each other what you've put so that you can borrow ideas from each other.

*[Do that now as a team. It's almost like a wish list of skills and know-how that if you maximised it, you'd be top of your game at the thing on your scale]*

Now, like the chain, it's the weakest one of these that could set the height at which we'll go. It could be the limiter on our performance. So, everyone look down your list, and circle what you think might be your 'weakest link'. Then let's share them all with the team! That's where X marks the spot. It's the thing to focus on moving ahead to improve.

*[Check that the team have something to focus on and understand that by lifting that one thing, by design, it should make the most impact on increasing the scale they chose. (Which they chose because they were motivated to do so). Hopefully this empowers the team to want to improve, and Mark's support can be tailored to help them do this efficiently.]*

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## Exercise 5: Your team's learning plan

*[For this exercise you'll need the 'More Details' document [which is here](#). Open it to the list of topics we could cover on training. Alternatively you can find them in the FAQ's [at the very bottom of this page](#).]*

As a final exercise, let's look at what topics might be useful to focus on together as a team on an improvement program.

*[Share the list of topics with the team. Go through them together marking which ones you think would be useful. If you're considering bringing Mark in to help, you may want to photograph and send your list to [mark@helppeoplebuy.com](mailto:mark@helppeoplebuy.com) so that Mark can pull something together. Or you could copy and paste it into an email, removing the ones you don't want.]*

## Wrap up

*[You can close the meeting off here, but best to leave them with some actions where possible, or if you're looking into getting support for a full program, designed to be measurable, highly customised, and using a blended solution that fits (it could involve the ['Engineers Can Sell'](#) e-learning platform, one to one, or group support and it's recommended that this program supports the team over a period of transformation of 6-12 months. Behavioural change does not happen overnight, and certainly doesn't happen from a one off event training course!]*

# Upgrade your team

To continue supporting and driving your team forwards with an efficient and high-impact technical sales program, get in touch with Mark and explore what would work for your team.

Get in touch