

# The Fastest and Most Effective way to Train Your Technical Sales Team



Mark Moore

# Start Here.

McKinsey&Company



 Capgemini  
CONSULTING. TECHNOLOGY. OUTSOURCING

 Electricity  
north west

 SPACE  
FORGE

 VINCI  
ENERGIES



**Your team can accelerate their technical sales performance, measurably. And I'll show you how.**

Hi, I'm Mark Moore, an ex-engineer, business owner of 20 years, and specialist in technical sales team performance improvement, *and accelerated learning*, and I've written this **for team leaders of technical sales teams or customer-facing engineers** who are serious about improving their teams sales performance and results.

You can work out if you're serious right now. Just consider whether you're looking to:

1. buy your team a 'technical sales training course' (if you're out looking for quotes and options, this could be you)
2. invest in a program of measurable improvement where you and your team will "own it, learn it, and earn it."

Some points to note:

Option 1 is common and makes technical teams feel like they're addressing the challenge.

Option 2 actually addresses the challenge with certainty.

Option 1 is hopefully what your competition are buying.

Option 2 is what you could be doing to get ahead, so that you can scoop up the opportunities out there.

Option 1 says you're happy to report back to your boss, "I gave our team training".

Option 2 says you're only happy when you report back to your boss "We got results!"

If you're not as serious as you realise you should be, you can change that right now and do this in a way that's proven and works.

If you want an improvement program that gets results, long term customers, and business growth, then you really should familiarise yourself with the documents in the 'starter kit' on my website.

As we go through some important considerations, the mist will clear, it will make sense to you, and you'll be glad that you've not rushed into buying the cheapest off-the-shelf technical sales training that's likely outdated, long-winded, and hard for people to remember and apply at the right times and in the right ways.

OK, let's get this right...

# Start Here.

There are five questions you should be asking right now:

1. Where do we start in choosing technical sales training that will work?
2. What should we do to actually make the 'training' work?
3. Can we have more details on your training?
4. What sort of ROI should we expect *to earn ourselves*?
5. How can we start training our team right away, for free?

The documents in [my website's 'starter kit'](#) answer these five questions. The first is answered in this document (right below).

The second is vital to understand and you can access the document in the starter kit. It's vital to understand that training isn't just supposed to 'work' and be a silver bullet. *You and your team have to make it work.* You have to work together to create the glue for the learning and application. This is missing in nearly all training courses. *The how to apply it consistently piece.* We discuss how to make your investment count [in document 2](#).

[Document 3](#) contains more details on my own training. This info is all over my website, but people often request 'more details' so I've packaged it up for you [here](#). It's important to note that my programs use 'accelerated learning' which was my main area of expertise in my previous business. I don't just provide the content to learn to improve technical sales, I also help teams significantly shortcut the time it takes to learn and apply.

[Document 4](#) is for those of you wanting to see what's realistically possible for your team. It'll get you closer to understanding a potential ROI for investing in this, and hopefully help you justify your budget.

[Document 5](#) is for those of you who want to get moving immediately! Often people just want to get moving off the spot they're on. So I've bottled up a few team conversations and exercises you could have right now, with one of you facilitating using my notes. I hope it warms everyone up and gets everyone facing the right way.

At any time, to shortcut any of this process, the fastest way is to get in touch with [me here](#).

OK, let's answer question 1 on the next page...

# Start Here.

## Where do we start in choosing technical sales training that will work?

You start here. And take the right path, not the wrong path.

You start by understanding that your team are unique, operating in a unique situation (and their uniqueness is a handy asset that will come in later to differentiate their value to customers - a USP - and something that we will draw out and align with customers in the program).

Your team will have different levels of experience, strengths, weaknesses, and totally different areas for improvement. So why then would you hit them over the head with exactly the same long-winded training session? (And the same one your competitors are possibly buying). If you have a level of care about the uniqueness, performance, confidence, and success of your team, and want to support them in the most effective way possible, then this needs some consideration.

As we work through this document, we'll work out what will fit best and what will be of maximum value to your team. Fit and value. That's the point. Just the same with what you're selling.

Now, before we continue, let's get the mindset right. A lot of people buying technical sales training seem to go for a "let's buy training, then hope and see if it works!" approach. My 20+ years of experience shows this is nearly always followed by, "Oh. It didn't work."

The mindset that does work is, ***"Let's invest in a transformative journey that helps us to earn results through consistent, systematic improvement. One where we make it work by stretching ourselves!"***

There's the shift. If you want it to work, make it work, with my process. A process that's baked into the solution. Of course, when it does work, you get a better return, that justifies the investment in the program in the first place, and helps you decide whether to invest further in consistent improvement over the longer term.

With this firmly in your mindset, and knowing that most 'training courses' do not address how to actually make it work long term (they simply just dump theory and ideas on people, then leave) let's look at some of the initial questions that should be on your mind at this stage in the journey. The rest of this document lists these early questions and my suggestion is that you answer them either alone or with a colleague or even your team. The answers will shape your ideal solution.

1. Why do we want to invest in supporting our team? What's the backstory that's driven us to consider this?
2. Who exactly do we want to support to improve? How many people?

# Start Here.

3. What do we want to see them doing? And by when, realistically? What do we want them reporting back to us?
4. If they performed in this way consistently over time, what value would it bring to our business? What would I be able to proudly report to my boss? Is this possible? Is it within my reach with just a stretch away?
5. What other knock-on effects might we see if our team had stronger capabilities in customer engagement and 'sales'? How might these skills impact their life and career path as well as our business (and our customer's business, as after all, that's the point!)
6. What does a change in behaviours and performance - one that's sustainable and doesn't drift back to the original default behaviours require?
  - Just because ideas exist on a course, does it mean they actually get 'learned'?
  - Of those that get learned and recalled at the point of need, how many get accurately applied?
  - What are we willing to do to fix these problems in the learning process? (There are fixes! Read on..)
7. What trajectory are we on? Considering shifting pressures around us in the market, what's the impact of delaying improvement of our team's approach? Or not driving any improvement at all?
8. How do each of our team members think and feel about their own performance and support, relative to any strategic goals or expectations ahead? What do they want to be better at? How would they like to strengthen those 'muscles'?
9. What opportunities out there are we missing or losing? What money (opportunities) is being left on the table? What are we leaving for our competition? What would happen if we had a more reliable approach and secured many more of those opportunities? What sort of room for growth are we looking at?
10. How up to date and aligned with how our buyers currently buy are our processes and methodologies? How outdated is our team's technical sales mindset, skills, knowledge, and 'tools'? And how are we leveraging AI to do much of the heavy lifting?
11. What initial budget can we invest in our team's performance improvement and results? (You don't need to invest a lot up front - you can break your investment up and get some movement before deciding what to do next! [Talk to me about that.](#))

# Start Here.

## How to make your training work!

If you want to actually *make the training turn into results*, with certainty, then go to document 2!

It's Here.