



Online Sales Training

Assisted Self-Learning Modules for the Sales Force

- Flash/ audio modules for self-learning
- Toolkits: checklists, planners

Field Sales – Sales Management – Key Account Management

Assisted Self Learning Modules for the Sales Force

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Early Adopter Testimonial

We’ve viewed JSA as a consistently high performing training provider for 10 years now and this is the best thing that they’ve done.

Paul Forsyth, Manager L&D, Masterfoods Australia New Zealand

Why this Program?

What is it?

Comprehensive program

This is a program of around 40 (and growing), **self-learning modules**, based on topics from our most successful training workshops of the last decade. We've grouped them as programs for different job roles and experience levels. Each module takes 40 minutes to complete and has 12-20 minutes of audio content.

Easy to Use

The modules are built in **Adobe Presenter** with Flash animated visuals and voiceover. Many are supported with Toolkits – planning processes, checklists and case studies. All have a **Personal Action Planner** to help you translate learning into results.

Why are we doing this?

Learning = Competitive Advantage

Our clients' organisations are leaner than ever. They recognise that Learning is a source of **Competitive Advantage**, Staff Engagement and Retention.

Accelerated Productivity

The challenge is learning delivery. 6-8 workshop days per year doesn't cut it when it takes 3 years to cover the curriculum and most won't be in the job that long. They need a **productivity accelerator**.

Learning now!

The message for learners is, "*don't wait for the next training course; satisfy your personal needs now.*" Then, cover the module with your manager, get their ideas on what works, and make it the theme for your next coaching day.

Simple solutions for Managers

Line Managers have the primary responsibility for team development and, being busy, they need **simple solutions** to focus their on-the-job coaching and make their sales meetings more interesting.

Illustrative Module

Example: *Key Account Performance Analysis***Learning Objectives:**

- Understand the dimensions of key account analysis which are common to all retail key accounts. Be able to effectively use the Tools to create a robust foundation for the Account Plan

Topics:

1. Account Planning Process
2. Situation Analysis
3. Assessing Customer Needs
4. Opportunity Search

Supporting Toolkit:

- Checklist 1: Situation Analysis
- Checklist 2: Retailer Needs
- Checklist 3: Opportunities
- Personal Action Planner

Screenshot: One of 26 visuals from this module showing a view with the audio script on the right hand side (one of 5 alternative views).

The screenshot displays a presentation slide titled "Joint Business Development Planning" with the JS@ logo (John Sergeant Associates) in the top left. The slide content is organized into three main columns:

- Where are we now?** (Business Analysis)
 - Business Analysis
 - What's available?
 - Opportunities
 - Wish list
 - SWOT

- Where do we want to be?** (Objectives)
- Objectives
 - Category sales targets
 - Account Budget
 - Enablers: eg
 - Range
 - Space
 - Promotions
 - Price/Terms
- How will we get there?** (Strategies)
- Strategies
 - "Big bet" initiatives
 - Promotions
 - To drive the plan
 - Activity schedules

At the bottom, there are two boxes: "Implementation: Control the activities Measurement and Review" and "Sell the Plan!". Arrows indicate a flow from Business Analysis to Objectives to Strategies, and from Objectives to Implementation. A feedback loop arrow goes from "Sell the Plan!" back to "Implementation".

On the right side, there is a sidebar with a "Slide Notes" panel. The notes include:

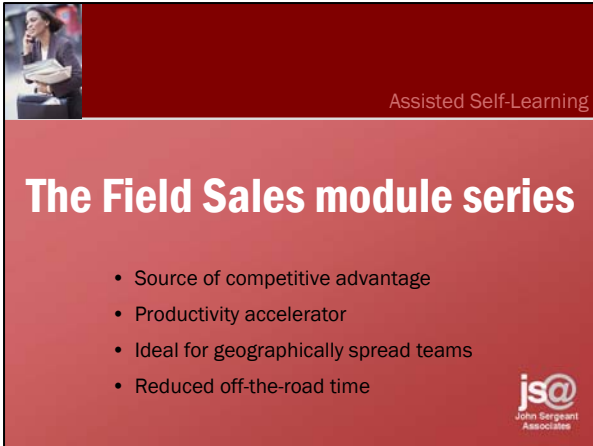
- 4.0 Key Account Performance Analysis - Slides with Notes Pages
- Outline, Thumb, Notes, Search
- Slide Notes
- Planning Model
- This takes the 5 planning questions and builds a process around them.
- Today's module applies, of course, to the first 2 boxes on the left
 - Business Analysis, and...
 - Opportunity Search.
- From our work here, we'll be in a better position to set objectives and strategies and to develop Account Plans.
- Naturally we will "Sell the Plan"... agree with our Account exactly what we both want to achieve and how.
- And then we'll implement... and measure progress.
- The key point is, we need a rigorous step by step process.
- 10 Minutes 58 Seconds Remaining

At the bottom of the slide, there is a navigation bar showing "Slide 4 / 27 | Stopped" and a timer at "00:00 / 00:34".

Completion Time: 40 minutes (includes 12 minutes of voiceover)

Free Introductory Modules

The JSA website includes free audio-visual previews of each series of modules, which illustrate what you will be buying.



Assisted Self-Learning

The Field Sales module series

- Source of competitive advantage
- Productivity accelerator
- Ideal for geographically spread teams
- Reduced off-the-road time

jso
John Sergeant
Associates

Each sample module includes:

The rationale: why this series might be important to you; the benefits of using it.

The topics: the modules in this series and their potential target audiences.



Assisted Self-Learning

The Key Account module series

- Can't afford a long learning curve!
- Critical success factor = *Excellence in Execution*
- Financial literacy and investment prowess

jso
John Sergeant
Associates

How to use the modules: navigating the Adobe Presenter platform.

Extracts from modules: 5 or 6 key pages (visual and audio) from the 500+ pages in each series.

A message from your designers.



Assisted Self-Learning

The Sales Management module series

- Line Management Excellence = Competitive Advantage
- Results through People
- Transitional training for potential managers

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John Sergeant
Associates

Field Sales Modules

The definitive guide to Selling to Retailers

Field Sales Foundations (8 modules)

Understanding the Retailer
 The 5 Step Selling Process
 Questioning Needs
 Selling Benefits
 Overcoming Objections
 Closing the Sale
 The Store Sales Drivers
 Territory Management

0-6 months in role

Field Sales #2 (7 modules)

Planning to Negotiate
 Negotiating for Profit
*Selling to Different Personality Types**
 Negotiating Increased Ranging
 Leveraging Major Promotions
 Negotiating Off Location Displays
 Top 10 Store Development

6-12 months in role

Field Sales #3 (9 modules)

Introduction to Business Finance
 How Retailers make Money
*How Sales impacts Profit**
 Presenting Financial Arguments
 Time Management is Self-Management
 Performing Under Pressure
 Continuous Self-Development
*Introduction to Sales Management**
*Introduction to Account Management**

Experienced: 12 months+

Field Sales teams, full time or part time, are an expensive resource and often geographically dispersed, which limits the opportunities for either team training or on-the-job coaching.

Distance learning is ideal for these teams – minimum off-the-job time, low cost solution, easy to reinforce via teleconference or on-line meetings.

* Modules which are coming soon

Key Account Management Modules

KAM #1: Foundations (10 modules)

The Role of the Account Manager
 Customer Engagement
 Account Profiles and Customer Research
 Key Account Performance Analysis
 Account Planning
*Consultative Selling**
*Designing Account Presentations**
*Presentation Skills**
 Planning to Negotiate
 Negotiating for Profit

Key Account Business Management is more demanding than ever. Your people need to.....

- Get closer to retailers' needs
- Develop engagement strategies based on excellence in execution
- Use consistent analytical & planning tools
- Adopt a consultative approach to selling
- Present joint business initiatives with greater impact

Furthermore, KAMs need high quantitative and financial literacy.....otherwise they can pour money down holes in the ground faster than anyone else in the organisation!

KAM #2: Business Management (8 modules)

*Introduction to Business Finance**
 How Retailers make Money
*How Sales impact Profits**
 Presenting Financial Arguments
*Trading Terms**
*The Role of the Promotions**
*Promotional Planning**
*Optimising Promotional Performance**

* Modules which are coming soon

Sales Management Modules

Results through People

The Effective Sales Manager (8 modules)

The Role of the Sales Manager

Sharing the Vision

Sales Planning

*Sales Organisation**

Evaluation

Motivation and Engagement

Field Coaching

Effective Team Meetings

Line Management Excellence is a clear source of competitive advantage.

This series of modules enables Sales Managers to *Communicate, Act and Lead* – to get results through people.

They also provide excellent “*transitional training*” for potential Managers.

70:20:10 is our framework for learning

- We learn 70% by doing
- 20% from others
- And only 10% from being taught

That puts line managers in a central learning role, because they directly influence 90% of how their people learn.

These modules show how to deliver a complete learning experience, tailored to the individual.

* Module coming soon

All About Learning (7 modules)

Line Management responsibility for Learning

“All About Learning”: The Theorists

Training Needs Assessment

Designing your own Training sessions

Running Effective Training Sessions

Supporting Learning on-the-job

Engaging People in Learning

Pricing for Corporate Clients

Delivery Options

The main options for our corporate clients are:

- A secure area on JSA's website, or
- Load the modules on your own intranet

For individual users, there will be a "pay per view" option on JSA's website.

Module Pricing

Our price structure for *perpetual right* to use the materials has 3 geographic tiers, *Country*, *Region* and *Global*. Our aim is to avoid complicated "per head" pricing/ invoicing or annual royalties.

"Country" Pricing (A\$)	
Per Module	\$800
10 Module Package	\$7,500
20 Module Package	\$14,500
30 Module Package	\$21,000
40 Module Package	\$28,000
50 Module Package*	\$35,000

This box illustrates pricing for one Country usage (one business unit in one country).

Regional Pricing (e.g. Asia or Europe) is an extra increment on top of national price.

Global Pricing is 2 extra increments.

So, if you paid \$7,500 to use 10 modules in one country you pay a further \$7,500 to use them across a region.....and another \$7,500 to go global.

Global charge for a 10 module package is therefore A\$22,500.

If JSA is hosting your program on our website, there will be an extra "per hit" charge of \$2, every time a module is used by a trainee, to cover hosting costs. This will be invoiced quarterly.

* At a 50 package level, the price per unit has dropped to \$700

About your Designers: JSA



John Sergeant founded JSA in the 1980s after a career in global marketing consulting. He now specialises in sales effectiveness consulting, key account management and training design.

He has spent much of the last 7 years designing global learning curricula for large FMCG clients in Sales, Management & Leadership and Learning & Development. This self-learning program is a natural extension of that work.



Charles Migel is JSA's technical director for blended learning solutions. He brings 20 years' experience of training, multi-media and TV editing to this role.

The JSA Consulting and Training Team

Self-learning will often be part of a **blended solution**, including sales force re-engineering and instructor led training. JSA has a team of highly experienced consultants, all of whom have held national management positions in Sales or Marketing.



Jason Wenn LLB



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Module Contents: Field Sales

Field Sales #1 Foundations (8 modules)

<p>1. Understanding the Retailer Retail Sales Retailer Profitability What Retailers want from Sales People</p>	<p>2. The 5 Step Selling Process What is selling? Helping Customers to buy Positive Attitude</p>	<p>3. Questioning Needs Where questioning fits into the 5 Selling Steps Using Questions to Discover Needs Questions to Progress the Sale</p>
<p>4. Selling Benefits Focus on Customers' Needs. Benefits and Proof. How to Sell Benefits.</p>	<p>5. Overcoming Objections Why customers object How to overcome objections</p>	<p>6. Closing the Sale The importance of closing...early! Spotting closing opportunities Getting Little Yesses A repertoire of closes</p>
<p>7. The Store Sales Drivers Helping Customer to Sell Focus on the Store Sales Drivers How you will Drive Sales How your Manager will help</p>	<p>8. Territory Management Customer Targeting and Territory Development Workload Management and Territory Coverage Call Planning</p>	

Field Sales #2 (7 modules)

<p>1. Planning to Negotiate Why Negotiation is Important The 4 Negotiating Principles Planning to Negotiate</p>	<p>2. Negotiating for Profit The Four Principles Revisited Managing the Agenda Trading to a WIN-Win How to say "No!" and survive</p>	<p>3. Selling to Different Personality Types* Personality types and their behaviours. How to sell to different personality types. How to <i>flex</i> your style.</p>
<p>4. Negotiating Increased Ranging The Challenges we face Planning New Ranging Presentation and Negotiation</p>	<p>5. Leveraging Major Promotions The Role of Promotions Planning the best possible result Presenting and negotiating your proposition</p>	<p>6. Negotiating Off Location Displays The Importance of secondary display activity. What makes a good display. Planning and Negotiating the right activity</p>
<p>7. Top 10 Store Development* The importance of the "Top 10" Identifying Needs and Opportunities. The Target Store Plan. "Selling" your Plan.</p>	<p>* Modules which are coming soon</p>	

Module Contents: Field Sales

Field Sales #3 (9 modules)

<p>1. Introduction to Business Finance*</p> <p>How businesses measure financial performance The P&L Account and Balance Sheet</p>	<p>2. How Retailers make Money</p> <p>Retailer ROI/ P&L Account The Retailer's "Sales Drivers" Retail Pricing, On and Off Promotion Financial Impact of Category and Product Mix Inventory and Space Management</p>	<p>3. How Sales impacts Profit*</p> <p>Sales impact on Profit Know the range of actions available to optimise ROI Be able to do simple calculations Prioritise and take action</p>
<p>4. Presenting Financial Arguments</p> <p>What retailers really want Calculating Financial Outcomes Presenting Financial Arguments</p>	<p>5. Time Management is Self-Management</p> <p>Goals and Priorities Productivity Self-Development</p>	<p>6. Performing under Pressure</p> <p><i>Goals:</i> Where do we want to be? <i>Reality:</i> What pressure? How does it effect us? <i>Strategies</i> to "stay on top of the job" <i>Strategies</i> to manage your response to pressure</p>
<p>7. Continuous Self-Development</p> <p><i>Self Coaching:</i> using the 10 Step process. Getting the Best out of "Work With" days. How to use the <i>Training Action Planner</i>.</p>	<p>8. Introduction to Sales Management*</p> <p>The Role of the Sales Manager Sales Strategies and Plans KRAs and Measurement Motivation and Engagement Developing the Team</p>	<p>9. Introduction to Account Management*</p> <p>The Role of the Account Manager The Account Management Process Customer Engagement</p>

* Modules which are coming soon

Module Contents: Key Account Management

KAM #1: Foundations (10 modules)

<p>1. The Role of the Account Manager</p> <p>The challenge is EXECUTION Key Account Business Management KABM Tools</p>	<p>2. Customer Engagement</p> <p>A 20 Year Retail Evolution Improving Customer Engagement Excellence in Execution by KAMS</p>	<p>3. Account Profiles & Customer Research</p> <p>The Need for Account Profiles Profile Structure and Content Customer Research</p>
<p>4. Key Account Performance Analysis</p> <p>Account Planning Process: Introduction Situation Analysis Assessing Customer Needs Opportunity Search</p>	<p>5. Account Planning</p> <p>Introduction: review of the <i>Account Performance Analysis</i> Module Setting SMART Objectives Strategies to drive the Plan Preparing the Plan Measurement and Control</p>	<p>6. Consultative Selling*</p>
<p>7. Designing Account Presentations*</p> <p>Focus on the Customers' questions Our Key Messages Presentation Design Concepts</p>	<p>8. Presentations Skills*</p> <p>The importance of Effective Presentation Preparing to Present Confident Presentation</p>	
<p>9. Planning to Negotiate</p> <p>Why Negotiation is Important The 4 Negotiating Principles Planning to Negotiate</p>	<p>10. Negotiating for Profit</p> <p>The Four Principles Revisited Managing the Agenda Trading to a WIN-Win How to say "No!" and survive</p>	

* Modules which are coming soon

Module Contents: Key Account Management

KAM #2: Business Management (8 modules)

<p>1. Introduction to Business Finance*</p> <p>How businesses measure financial performance</p> <p>The P&L Account and Balance Sheet</p>	<p>2. How Retailers make Money</p> <p>Retailer ROI/ P&L Account</p> <p>The Retailer's "Sales Drivers"</p> <p>Retail Pricing, On and Off Promotion</p> <p>Financial Impact of Category and Product Mix</p> <p>Inventory and Space Management</p>	<p>3. How Sales impacts Profits*</p> <p>Understand their impact on ROTA</p> <p>Know the range of actions available to optimise ROTA</p> <p>Be able to do simple calculations</p> <p>Prioritise and take action</p>
<p>4. Presenting Financial Arguments</p> <p>What retailers really want</p> <p>Calculating Financial Outcomes</p> <p>Presenting Financial Arguments</p>	<p>5. Trading Terms*</p> <p>Terms Sensitivity</p> <p>Trading Terms Risks</p> <p>Non-Discretionary Terms</p> <p>Discretionary Terms</p>	<p>6. The Role of the Promotions*</p> <p>Conventional wisdom on the Role of Promotions</p> <p>The financial reality of Promotional "spend"</p> <p><i>Spending Better: A broader view of the Role of Promotional investment</i></p>
<p>7. Promotional Planning*</p>	<p>8. Optimising Promotional Performance*</p>	

* Modules which are coming soon

Module Contents: Sales Management

The Effective Sales Manager (8 modules)

<p>1. The Role of the Sales Manager</p> <p>The role of Sales The role of the Sales Manager What teams expect of their Manager How to create more “People Time”</p>	<p>2. Sharing the Vision</p> <p>Sales Strategies and KRAs Involving the team in local Sales Strategies and Plans</p>	<p>3. Sales Planning</p> <p>A simple approach to Sales Planning Tools to support your Sales Plan</p>
<p>4. Sales Organisation*</p> <p>World Class Sales Force Recruitment & Selection</p>	<p>5. Evaluation</p> <p>Introduction to Sales Metrics Efficiency versus Effectiveness Daily Work Reviews</p>	<p>6. Motivation & Engagement</p> <p>Sources of Motivation The Motivation Researchers Satisfying Motivational Needs</p>
<p>7. Field Coaching</p> <p>The 10 Step Coaching Process Variety and fun in Field Coaching Addressing individual priorities: how to use the “Training Action Planner”</p>	<p>8. Effective Team Meetings</p> <p>Planning our Meeting Running Effective Meetings</p>	<p>* Module coming soon</p>

All About Learning (7 modules)

<p>1. Line Management responsibility for Learning</p> <p>Line Manager’s Role in L&D Helping Line Managers to Train</p>	<p>2. “All About Learning”: The Theorists</p> <p>Overview of Learning Theories The Earliest by “Learning by Doing” Theories Theories on Interactive Learning “Brain Based Learning” Theories</p>	<p>3. Training Needs Assessment</p> <p>Business Results Focus Competencies and Needs Assessment “See the People”</p>
<p>4. Designing your own Training Sessions</p> <p>The six training design steps Trainer’s Notes Coaching Line Managers in Design</p>	<p>5. Running Effective Training Sessions</p> <p>70: 20: 10 Running Instructor Led Training “Trouble shooting” your training sessions Being more creative</p>	<p>6. Supporting Learning on-the-job</p> <p>The G.R.O.W Coaching model Encouraging self-development On-the-Job reinforcement</p>
<p>7. Engaging People in Learning</p> <p>The “Engagement” challenge Engagement Options Developing an Engagement Plan</p>		