

Sales Bootcamp

Case Study

Course Purpose

Sales Bootcamp (SBC) provides HPELs with the knowledge, skills, and attitudes they need to meet their performance goals as quickly as possible. Performance goals include performing far closer to more senior roles than expected by their actual time-in-role—all the while greatly reducing overall people costs.

On-the-Job Application

- Respondents use their new Sales knowledge and skills during an **average of 79% of each month's work.**
- **100%** of respondents **use their new Sales knowledge and skills effectively or very effectively.**
- **100%** of responding **leaders-of-participants** said the participants **use their new Sales knowledge and skills effectively/very effectively.**

Participant Learning

- **Knowledge Assessment Average Score – 95**
- **Skills Assessment Average Score – 100**

Participant Reaction to Course/Presenter

NOTE: On a 1-5 scale with 5 being highest, 3 – 3.9 is normal for a good course, 4 is Talent Development minimum but will be improved, 4.5 is world class and the goal.

Course

- Overall **course satisfaction – 4.6**
- Participants would **recommend this course – 4.6** (equal to 9 on NPS—participants are Promoters)
- **Will use it on the job -- 4.9**

- **Objectives** were clear -- **4.6**
- **Content** logically organized – **4.5**
- Participant **materials** helped me learn – **4.6**
- Enough **time** to learn – **4.2**
- Course kept me **engaged/interested** -- **4.4**
- How effective were the **training methods** --
 - In person -- **4.5**
 - Live webinar – **4.1**
 - Elearning – **3.7**
 - Participants giving presentations – **4.2**
 - Site visits -- **NA**

Presenter—Dante Webb

- Clearly communicated/was understandable – **4.9**
- Knowledgable about the subject matter -- **4.8**
- Trained effectively – **4.9**
- Managed the learning environment -- **4.8**

Presenter—Andrew Bates/Thad -SalesForce

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Supports for Application

- **90%** of respondents reported “I **retained the knowledge/skills** enough for me to be able to use them.”
- **71%** of respondents reported “There was **enough time** on my job for me to apply the knowledge/skills.”
- **46%** of respondents reported “My **leader encouraged me** to apply the knowledge/skills.”
- **46%** of respondents reported “My **peers encouraged me** to apply the knowledge/skills.”
- **32%** of respondents reported “There **were motivators** for me to apply the knowledge/skills.”
- **23%** of respondents reported “There **was some or much need** in my present position for me to apply the knowledge/skills.”
- **3%** of respondents reported “**Other** supports.”

Barriers to Application

- **6%** of respondents reported “I **did not retain the knowledge/skills** enough for me to be able to apply them.”
- **31%** of respondents reported “There **was not enough time** for me use apply the knowledge/skills.”
- **0%** of respondents reported “My **leader did not encourage** me to apply the knowledge/skills.”
- **0%** of respondents reported “My **peers did not encourage** me to apply the knowledge/skills.”
- **17%** of respondents reported “There were **no motivators** for me to apply the knowledge/skills.”
- **17%** of respondents reported “There was **little or no need** in my present position for me to apply the knowledge/skills.”
- **14%** of respondents reported “**Other** barriers.”

Qualitative Feedback

The following are all the comments received from participants and their leaders.

Most Effective Parts of the Course

- The practice sales call portion was critical for me.
- The mock call exercises were effective.
- Embedding the selling / Salesforce process in the daily routine
- Preparing and giving presentations was most effective way to learn and gain feedback- learning through experience is effective
- SFDC, Sales Process
- Presentations. Forced me to start thinking on Omnitrac's solutions.
- Small group activities for learning/sharing.
- Role playing.
- Final Presentation.
- Sf training.
- Discussion with product managers and sales process management.
- Presentations.
- Selling concepts, salesforce.
- Role playing with Dante.
- The sales training aspects.
- The Solution Selling course was where I learned the most.
- Preparing presentations was helpful with all our resources available.
- Thought the skills were valuable and could apply to any atmosphere.
- Dante was great, really helped me grasp the material faster.
- Great presenters kept it casual and comical at times. One on ones

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Qualitative Feedback, *Continued*

Least Effective Parts of the Course

- For me it was fine but challenging the green recruits to do an in-depth and factual sales presentation may have been a bit much.
- None. All parts were effective. It was really short, so had to learn fast.
- Webinar presentations.
- Video calls.
- More time on products.
- Some of the product reviews as it didn't help me to learn what was most important to answer prospect questions.
- Industry, Truck, & Fleet Size/Type Review. And SFDC, but that is only because I'm familiar with both from my previous employer.
- Final day presentations are long, would be better over the last 2 days....more class involvement.
- Too little time to prepare final presentation.
- Webinars.
- Word association guessing on the flipcharts.
- I thought some of the compliance was unnecessary.
- Online courses.
- Video calls.

Recommendations for Improvement

- This was a one-week course that was customized for our team by request of our leaders, needs time to adequately cover product training.
- My leader didn't let me travel to be there in person. Being there may have been beneficial for me.
- Needs more product knowledge .
- Even more product knowledge would have helped.
- More product learning.

- I would recommend that trainees fly in on Sunday, ready to start first thing Monday morning, to get benefit of those extra hours for more training.
- It would have been good to have in-person training or more thorough review of the materials. My leader didn't want me to travel there.
- Spend more time on the Product information.
- More product training.
- Would have liked more in depth product over view. Would have like the opportunity to work with actual products/simulation.
- More product demonstrations/training.
- More product Information.
- Allocate the appropriate amount of time for the course to be effective.
- Seemed like some topics were overriding each other.
- I forgot how long the duration of the bootcamp was but I feel that it could be more brief.
- My leader asked for a shortened bootcamp, but I wish that there had been more time for training, and that there was more time for practice and information up front.
- improve online courses.

Other Comments

- Overall a really good class - Dante was a great trainer and Megan brought a lot of resources to bear.
- Dante was great! I understand that the course went from a much longer schedule to a shorter one as a customization for our bootcamp, I wonder if there might be a length of time in between that may be more perfect. There was a lot of material to learn in a short time.

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Qualitative Feedback, *Continued*

Other Comments, *Continued*

- It was obvious that the learning was condensed into 1 week at the request of our leader; I would have appreciated the opportunity to meet C-level executive (perhaps VP of Sales?).
- For sales it needs to be focused around product training and salesforce. I don't know if they are getting enough product training in these boot camps for sales teams.
- I thought Dante was energetic, and kept everyone on pace. We covered a lot of information in a short period of time. My only suggestion is to add more product knowledge on IVG & XRS.
- Overall....very well done.
- Nice job by all involved!
- Spend mpore time on sales force.
- Dante was very engaging and made the material interesting.
- Dante was an absolute joy to have as a trainer.
- Dante was very clear and concise with his training.
- Dante was a great leader, made us engaged and focused.
- Dante taught us a lot and made sure we really grasped the concepts.
- Dante was impeccable.
- Thought it was great.
- Dante was amazing!
- Great job all keep up the good work.
- Overall it was a good experience.
- I thought the trainers responsible did a great job and were very encouraging to the entire team.