Sales Force Enablement – A strategic, collaborative discipline designed to increase predictable sales results by providing consistent, scalable enablement services that allow customer-facing professionals and their managers to add value in every customer interaction.

SALES FORCE ENABLEMENT
A model for B2B organizations
Heading for Success with Sales Enablement

Who would benefit most from our services?

We are reaching out to companies who want to increase predictable sales results. We help you to design consistent, scalable enablement services that allow customer-facing professionals and their managers to add value in every customer interaction.

We are always starting where you are today and where you want to go. The customer journey is key focus and outcomes can be a Sales Enablement Charter (some call it Sales Excellence Programs), your Sales methodology, defining your Customer Journey Process, Sales Training programs, Skills Inventory Assessments, Coaching programs or to support you from start to end! When you are successful, we are successful.

Within CHART we forthrightly address Customer & Sales matters with empathy and experience and bring you the latest in Trends, Technology and Skills Development to make your organization achieve optimal.

Former employee:

"Peter has a strong knowledge and understanding of business, he has a structured mindset and a very good strategic approach. As a manager he is always available for his people and is very good to create team spirit through team building activities. I strongly recommend Peter." Christophe Rebbechi, CEO ReadSoft France

Customer:

"Peter is an excellent sales & marketing strategist with a deep business understanding. One would be hard pressed to find someone with sharper business insight than him. What’s more, he is very adept at out-of-the box thinking that generate real-world results. On a personal level, he is highly personable and very practical and down to earth." Jonas Olsson, CEO Graz AB
Customer:

“Peter gave me and Univar very valuable help in an implementation project. He is highly professional manager and I would recommend him anytime” Mårten Ringsberg, CFO IQF Frost AB

We are oriented towards B2B companies that want to reach outstanding results, provide coaching and training for Leaders and Salesforce. Depending on your specific challenges, we can conduct an in-depth analysis through workshops, assessments and discussions. We work the Nordic way with emphasis on pragmatism, clear targets and results.

The good news is that our training methodology is based on Train the Trainer concept with the explicit intention to improve capabilities. The aim is to make the services of CHART practically self-funding and easy for all parties.

Sales Enablement

59 % of larger corporations has today implemented some kind of Sales Enablement function.

The company who has invested has reached a 27.6% improvement compared to the average quota attainment of 57.7%.

Onboarding of new Sales Rep’s shows that 70% of companies having a Sales Enablement practice in place exceed expectations. It shows a 21.3% potential to improve quota attainment compared to average companies.

A formal Coach structure show an impressing 11.5% increase in win rates. It is recommended that the Coach structure follows your Sales Cycle. We train you on the GROW method.
How can we work together?

Typically we look at six to eight areas of concern, one at a time. They differ from company to company, but all are relevant for your company’s success and growth. The areas that we cover are derived from our experience in Sales development on a global scale and your actual need. Below are some that can be included:

**Where do you want to be?**
Depending on what you want to achieve in terms of growth or profits, it may be time to discuss establishment of Sales Enablement services, many times called a Charter. See this as your “Business plan” to establish and manage a sales enablement discipline. This starts with a discussion together with the executive leadership to ensure your company achieves key business goals. This is a very important project which incorporates participants from several departments.

**Situation Analysis – where are we today**
Before we start, we need to have a good understanding of your existing situation. We do this during several days through interviews, Assessments and actual statistics available, we do compare this to best practice available statistics. This will form a recommendation document to decide on how to move forward.

**Establishing Metrics for Success**
We differ between Performance goals and Productivity goals. The goals are set together with the executive management and typical **Performance goals** are:
- Increase revenues
- Increase margins
- Increase new accounts acquisitions
- Increase forecast deal win rates
- Reduces Salesforce turnover
- Increase penetration of existing account
- Ask for more examples

Typical **Productivity goals** may be:
- Increase selling time
- Decrease Onboarding time
- Strengthen Opportunity Management Process
- Reduce Sales admin burden
- Improve Cross-functional collaboration
- Ask for more examples

**Partner:**

“Peter is one of the most experienced sales manager’s I have met. He has deep insight in managing large internal sales organizations and has the uncanny ability to motivate others to give their utmost. In addition Peter has highly honed negotiation-skills, combined with excellent social skills means that you really never want to be on the other side of the table!” by Howard Ross, Minyon AB

**Partner:**

“Peter is a very intelligent and hardworking person who also is a very constructive, friendly and loyal person.” Sven Frenkel, CEO and owner Mercur Planeringsspråk AB
Establishing the Sales Enablement Charter & Clarity Model
The reason to establish both a Charter and a Clarity model is to explain what to be done and who is responsible for different activities. A typical Clarity Model would contain sponsors, strategy and charter. Which departments/organizations there should be a formal collaboration with, typical enablement services as training, content and coaching, possible technology, governance and analytics. The model will be formed and its pieces will grow piece by piece.

Provide the Salesforce with relevant training, content and coaching
A very important success factor is to be able to provide relevant training to the sales force. This training is not only about product training but real sales training, refreshment training, onboarding, presentation techniques and much more. As of today we provide more than 280 courses in Sales training, Team-building, Digital & Social Selling and Leadership. All built on the internationally awarded Chart methodology with live coaching and built-in accountability for high-return results.

Coaching of Managers and Individuals
Statistics shows that companies who have trained Sales Leaders in Coaching perform >20% better that its peers not doing coaching. This is something we can actively train your Sales Leaders in to master. When you wish to have individual coaching to specific employees, either high-performance employees preparing them for the next step or to bring employees up to par, we provide you with this service.

Measuring the success
One of our most important tasks together with you is to continuously measure performance to be better. We establish a starting point initially which will become the benchmark for continuous development. This is the reason for investing in next generation Sales Development!

How to secure delivery over time? – Train the Trainer Concept
Within Chart we have developed a model which is based on the Train the Trainer Concept. In principal, when we have done our first trainings with you, your team will be able to continue to carry the process forward by being Trainers and for every new training session you will identify new possible candidates to become coaches in your organization. Our model is called the Performance Assurance System™

Assessing the Skills Situation
A Skills Inventory Assessment is a detailed report of skills, talents, and behaviors that rank areas of competency and opportunities for development in multiple report displays compared to industry averages. This may be used as a self-assessment tool by individuals or a 360º feedback tool. Sales and service professionals stay in peak performance by constantly honing their skills to stay on track so that they can best serve customer needs.

These assessments give both the individual an insight in where there are improvement areas and for the company, you will receive an aggregated view on actual skills situation in your company which will be part of the initial analysis. It is highly cost effective, fast and gives you an immediate understanding of your skill situation.

The Assessments are performed Online and takes about 10-15 each. You get your immediate individual feedback.

Presentation and Recommendation
Fine tune your Sales team’s presentation skills with Online training and live video practicing to win the deal! This is part of the enablement content to your sales team!
What do our Customer say?

**Green Mountain Coffee Roasters** put its best efforts into traditional instructor-led classroom sales training for core sales skills and was disappointed with the results. After getting burned, we invested our training time and money in other areas. We learned several key lessons about what worked.

Our growth plans required a dramatic increase in revenue per sales person. To work with larger, more sophisticated customers, we needed to raise the competencies of our geographically dispersed sales team. Wiser for our good and bad experiences, we chose a blended learning solution for core sales skills. Managers, acting as Coaches, are involved in the development of their people. That engagement has strengthened relationships and trust, which is essential in a high-performing sales team. Managers appreciate the visibility of how their people are progressing. Managers also appreciate being held accountable for their own learning. In the rush of activity to deliver the sales numbers, they are always at risk of neglecting their own development. Our blended learning solution ensures that they, too, sharpen the saw.

We have made CHART part of Belmark’s on-boarding process. New sales reps have clearly integrated into our company faster because of the common vocabulary, sales process, and strategy that CHART provides with their turn-key blended system. Since launching CHART’s professional development program to the sales team, sales have grown by over 50%. We did that by continued investment in technology and coaching the “best feet on the street” in our industry.

---

**Former employee:**

“Peter has an extremely good and fast business understanding. He is very strong to understand the customer value and he is an excellent manager. Peter has very strong team building and development qualities, very high commitment and loyalty. I worked since several years together with Peter and I can strongly recommend him!”

Lukas Hostettler, CEO IBS Switzerland

**Former employee:**

Peter is a very clear and business/sales oriented person. He always has a customer driven focus. I also appreciate Peter’s experience and personal commitment to Sales and Sales Management. Ilkka Mikkonen, Sales Mgr, Readsoft
Assessing the Sales Manager

To build a world-class sales organization, the Sales Manager is instrumental in the success. Still, statistics show that companies invest least in this role. A thorough leadership program for this role is necessary to excel. Below is a model from CSO report:

The Sales Manager has three competencies he/she must master fully: The **Customer** situation with building trust and engagement, **People** – he/she needs to be a leader, motivating and coaching his employees and finally the **Business**. The **Business** is all about handling internal requirements, understanding strategy, tactics and forecasting. This is a leader role and specific training programs need to be implemented to achieve success.

**Partner:**

"Peter is a serious and creative consultant and a good analyst, who I am glad to recommend to any company seeking his type of qualifications." Göran Ahl, Logistic manager.
The company

Chart Learning Solutions is a performance improvement company who has developed the Performance Assurance System™ learning methodology. Our methodology has today received five international Brandon Hall Awards for Best Use of Blended Learning. We always use technology and live coaching to reach outstanding results.

Chart was originally founded on the US west coast and is now acquired by a Swedish company. We provide both customized and standardized training in Sales, Leadership, Customer Service and in building high-performance teams. We deliver process consulting to help you reach your targets. We work with B2B Sales organizations.

Chart has GOLD Partners in the US, Europe, South Africa, Middle East and in Indonesia and a pool of experienced consultants, including project managers who work together in different customer projects.

Peter Hörwing, CEO
CHART Learning Solutions

peter.horwing@chartlearningsolutions.com

+46 709 245 666

www.chartlearningsolutions.com