

How to Make Sales Training Stick and Drive Behavior Change



Hosted By: Lauren Bailey

Sales Shots served from **THE BAR**

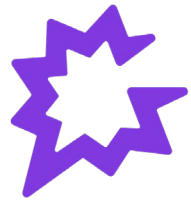




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HELPING SELLERS ACROSS INDUSTRIES SUCCEED.



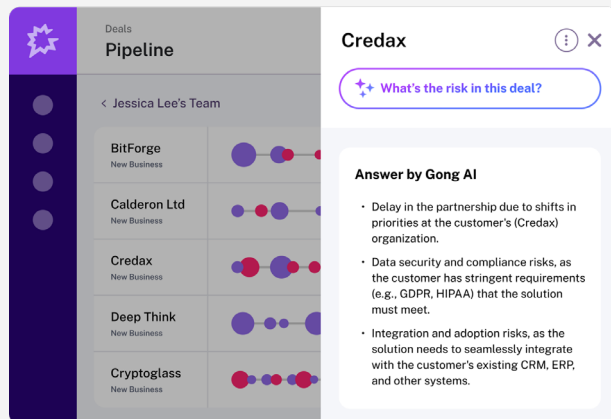


GONG

#1 AI Operating System for Revenue Teams

Power your revenue engine with AI

AI applications purpose-built for revenue teams, with tuned agents powering your workflows.



Trusted by 5,000+ organizations

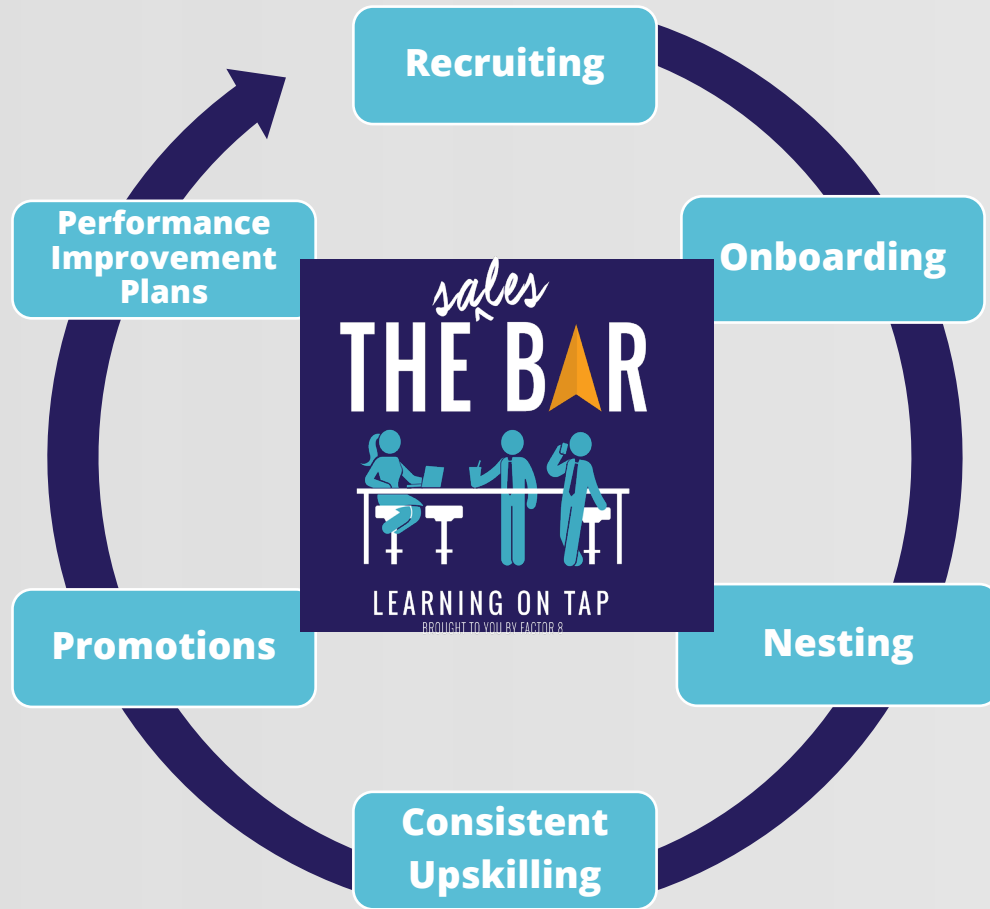
50% of the Fortune 10 run on Gong

Built on responsible AI and safeguarded with enterprise-grade security, reliability, and transparency



Learn more at gong.io

Our Exclusive Evergreen Licensing Model Transfers Training Ownership
Allowing True Client “Everboarding” for a Culture of Continuous Improvement



Factor 8's Evergreen Everboarding Program Gives Teams Soft Copies



Training's Best Kept Secret

SALES SHOT #1



Ready?

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R

Results

If you can't measure it, you shouldn't train it

Measure What Matters

Connect Metrics to Action and ROI

Get all 60+ metrics here →



Identify What's Working

Track key sales metrics to understand the effectiveness of current strategies and identify areas of success.



Focus Coaching Efforts

Pinpoint areas where sales teams need additional support and training to improve performance.



Quantify Enablement Impact

Measure how sales enablement influences behavior change and directly contributes to revenue growth.

GET 60+ METRICS TO TRACK BY ROLE TO PROVE ENABLEMENT ROI: [FACTOR8.COM/METRICS](https://factor8.com/metrics)

GIVE A KPI → GET A TRAINING



✓ Low dials

Phone Confidence: Phone Prospecting

✓ Short calls

Low Engagement: Questioning Basics, Scripts

✓ Stage 1 conversion

Fast Pitching: Discovery, Customer Engagement

✓ Low show rate

Call Closing & Commitments

✓ Long sales cycle

Ghosting: Call Bridging & Commitments

✓ Heavy discounting

Value Building: Discovery, Customer Value

SALES SHOT #2



Excited?

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E

Exec Buy-in

If they don't believe, nothing gets achieved

THE EXECUTIVE BUY-IN CHECKLIST:

- ✓ Sign Off On Priority & Results + Budget
- ✓ Manager + Rep Kickoff
- ✓ Require Management Attendance Monthly
- ✓ Require Manager Coaching
- ✓ Monthly Manager Meeting / Roll-up
- ✓ Quarterly Results Review
 - KPI measurement
 - Accountability engagement scorecard

SALES SHOT #3



Third?

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T

Get (Super) Tactical

Theory Sucks.

THEORETICAL → TACTICAL

- ✓ “Uncover deeper needs” *Workshop top 10 questions : differentiators*
- ✓ “Build value” *Map your differentiators : value : questions*
- ✓ Engage the Customer *Rate 10 calls on the “Engage – o – Meter”*
- ✓ Drop Social Proof *Convert case studies to stories & practice*

Tactical Training



1
**Recorded
Calls (When)**

4
**Sample
Messaging**

2
**Custom
Role Plays**

5
**SME Trainer
for Coaching**

3
**Small
Skills**

6
**Call
Calibrations**

SALES SHOT #4



Atta boy

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A

*Application
Accountability*

Mind the Gap.

Application Accountability Ideas

1. Executive “Decree”
2. Follow Up Sessions (with recordings)
3. Live Practice
4. Sales Huddle Celebrations
5. 1:1 Coaching
6. Leadership Results & Engagement Reporting
7. Contests
8. QA Forms / CI Tools
9. Gamification Boards / Slack
10. 1:1 Discussions

Bonus Chaser!



R

Results Focused

E

Executive Sponsored

T

Tactical not Theory (When, How)

A

Application Accountability

SALES SHOT #5



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Interactive Training

Video doesn't teach.

50%

of new info is forgotten
within 1 day

90%

of new info is forgotten
within 1 week

TEACHING DEFINITION:

In education, teaching is the concerted sharing of knowledge and experience, which is usually organized within a discipline and, more generally, the provision of stimulus to the psychological and intellectual growth of a person by another person or artifact.



Do Videos Really Teach?

ME: Son, do you want to take some skateboard lessons?

DJ: Nah mom, I already know how.

ME: Really? Um. 🤔 You don't even have a skateboard.

DJ: I watched a YouTube video.

FACILITATION DEFINITION:

Connect

Use

Practice

Facilitation Beats the Forgetting Curve



The Trifecta for STICKY Training

1



Executive Kickoff –WHY & WHAT

2



Interactive Facilitation:

1. Connect
2. Use
3. Practice



3



Application Accountability & Feedback

SALES SHOT #6



Next! (3 more)

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N

Nuanced

Customized doesn't start with "N"

Nuanced = Customized

Training shouldn't start with their binder. It should start with your sales dashboard!

- ✓ What is taught – mini modules
- ✓ In what order – “Just in Time” training
- ✓ Recorded Calls for Buy-In
- ✓ Role Plays
- ✓ Recorded Calls for Calibration & Coaching

SALES SHOT #7



Enjoying this?

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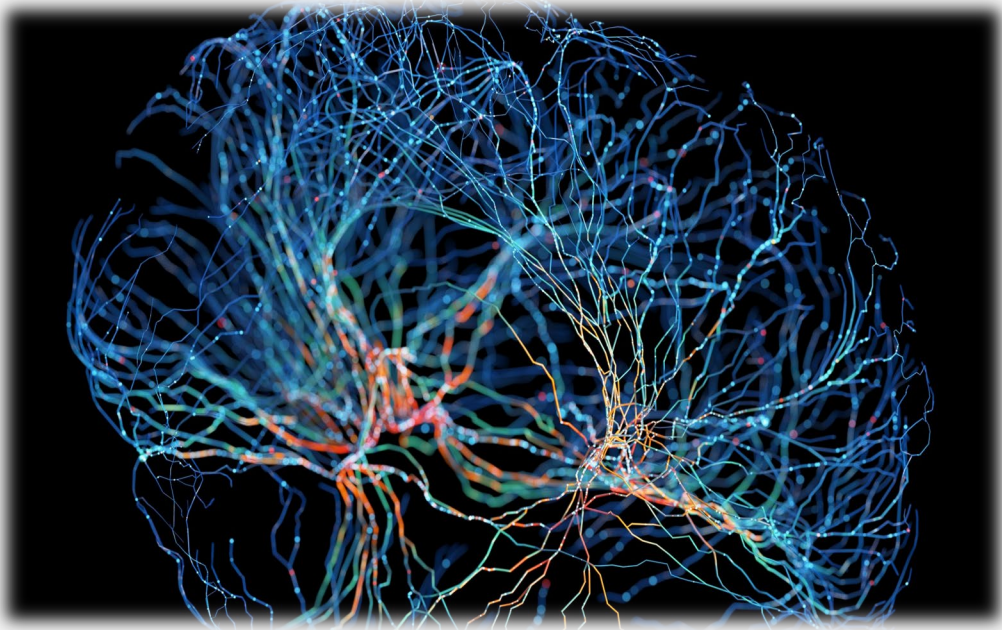
E

Embed Skills

2 beds: other skills & other tools

Embed With Other Skills

What Fires Together Wires Together



1. Systems + Role Plays
2. Including Product Training
3. Using Tools & Resources
4. Recordings
5. Recordings

Embed With Other Tools

Training Outcome:



Ask 5-7 open-ended questions to get customers talking more.

Metrics Scorecard:



Under 3:00 handle time

Quality / Coaching Form:


Asked BANT Questions

Embed With Other Departments

- ✓ Push backward into new hire
- ✓ Make available for career paths
- ✓ Add to the regular product training

Bonus: Embed Managers Too!

Embed With Managers

COACHING FEEDBACK FORM | SWIIFT Discovery Dialogue 

Salesperson: _____ Date: _____ Customer: _____

Coach in 3 steps to help your team gain competence & confidence! Move to the next step once the previous is achieved. Step 1: Review the form & celebrate **attempts**. Step 2: Mark if the desired results were **achieved**. Step 3: **Rate** their execution as needs work (1) competent (2) or highly skilled (3). Most important, document several strengths and gain their commitment to one WINS action item and next steps.

Description of Skill or Action	1. Attempts			2. Results	3. Rating		
	Attempted	Not Attempted	N/A		Achieved	Needs Work	Competent
Seller refrained from monologuing (>15 sec) and asked many questions (goal 11-14)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Customer talked more than Rep talked	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seller showed "new ways" of selling including adding value, not feature dumping, and pitching during discovery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Customer was engaged in conversation; did not attempt to exit quickly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seller asked questions in all 6 SWIIFT categories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Customer gave information in each category	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seller used follow up questions to gain additional information and emotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Customer elaborated. Seller got key info to help solve challenges and close the deal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Call Strengths


1. _____


2. _____

3. _____


WINS (What I Need To Succeed) Action & Next Steps:

1. _____ Date: _____

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COACHING CHEAT SHEET | SWIIFT Intros That Work 

The key to getting prospects to stay on calls with us isn't proving our value - it's getting them talking! The SWIIFT Intro is designed to capture their attention, lift their head, and then engage them in a conversation - all before they realize they've taken a sales call. Help your team get more conversations by coaching their introductions.

WHAT SUCCESS LOOKS LIKE 


A successful sales person will demonstrate these behaviors:

- Having a short, well written SWIIFT Intro ready at all times
- Leading with prospect's name
- Delivering a value-based ear perk or lever in 1 short sentence
- Using their SWIIFT Intro confidently and in a conversational style
- Using a single SWIIFT value that may speak to the contact
- Making the intro about the prospect, not the rep or company
- Following the intro with the 2-3 closed SWIIFT questions that elicit answers
- Using levers when available

WHAT TO COACH 


Watch for these common SWIIFT Intro Pitfalls. If we hear a rep doing these, use the questions below to get the conversation started.


- Long-winded introduction (over 10 seconds)
- Selling in the intro
- Focused on too many values, not just one
- Calling without a purpose, just calling to "touch base, introduce myself, etc."
- Leading with open or overly-complicated SWIIFT Questions
- Using their value prop as an intro
- Long pauses during or after the intro
- Intro sounding more like a question (unconfident delivery)

COACHING QUESTIONS TO GET THEM THINKING 

Use these to help your team self-identify their growth areas. Remember to ASK, not TELL, even if we know the answers.

- What value did you use for your ear perk?
- What SWIIFT Questions did you have prepared?
- If you were the contact, what would have perked your ear?
- What may have caused them to tune out or brush you off?
- Did this sound like an obvious sales call?
- How soon did we give them a chance to speak?
- What was your lever? How did you incorporate it?
- On a scale of 1-10, how confident do you think you sounded?


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ACTIVITY 1 | SWIIFT Introductions That Work 

Instructions: First, brainstorm at least 10 company, product, service, or personal benefits. Use marketing pages, websites, and your peers to help you find at least 2 for every SWIIFT 6 value. Then, write your best ear perk and lever phrases. Remember to keep it short!

FAVORITE VALUE / BENEFITS WORDS & PHRASES

TIME	To save you some time assessing training vendors	
	To see if we can shorten the time to quota for new hires	
MONEY	If we can save you money on your total training spend	
	Increase your ROI from your training investment	
EASE	Make new hire training a little easier for you	
	Help you navigate the waters while selecting a training vendor	
HERO	To make you the new hero around the office	
	To see if we can help your department make a significant impact on annual revenue	
CONTROL	To help you get control over tracking education throughout the organization	
	If we can help increase your visibility on and attention to management training	
RISK	To ensure you are protected from over-spending	
	If we can help avoid some fines and lawsuits relating to employee training	
LEVER	Bob in accounting asked me to call and I promised him that I would	
	I work with your East Coast Division, and they thought we should talk	

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SALES SHOT #8



Done!

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D

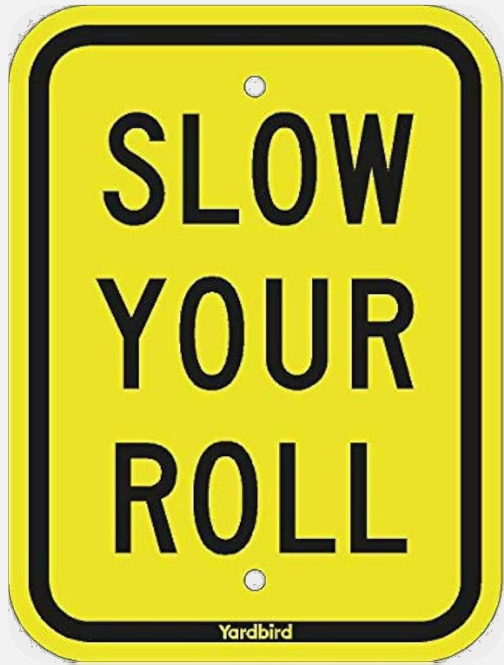
Be Deliberate

No More Training "Events"

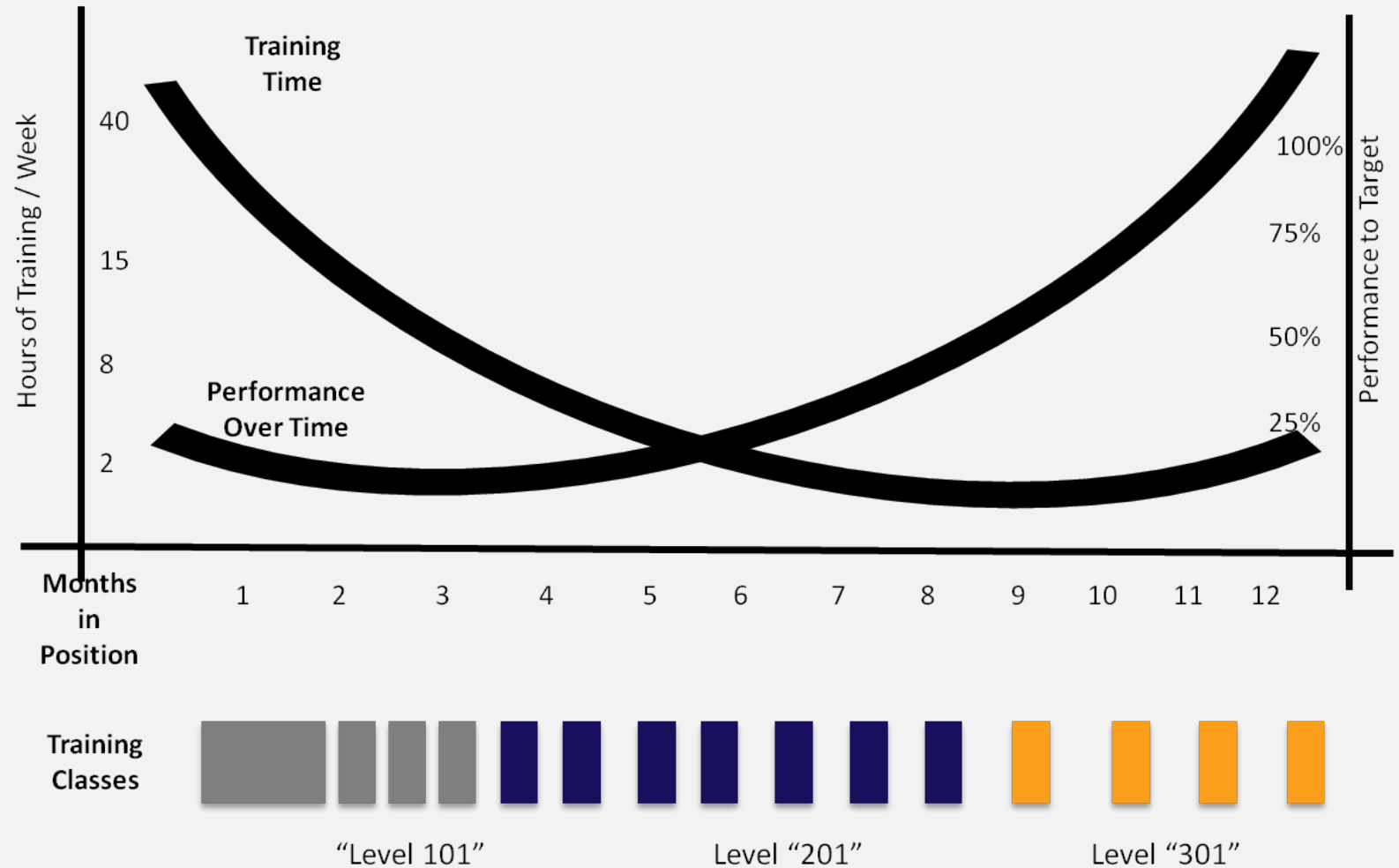
Why Do Training Events Fail to be **RETAINED**?

- A.** Everyone is too hungover at the SKO
- B.** The Forgetting Curve – they can't retain it all
- C.** They're boring

Roll Training Deliberately - JIT



“Just In Time Training”



Deliberate- One Skill At A Time



Bonus Chaser!



R Results Focused
E Executive Sponsored
T Tactical not Theory (When, How)
A Application Accountability
I Interactive (CUP)
N Nuanced - Custom
E Embedded w/ Skills & Tools
D Deliberate Duration

Your Managers Are The Multiplier

We Train Them First

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 1	1. Review Manager Toolkit	1. Review Manager Toolkit	1. Review Manager Toolkit	1. Review Manager Toolkit	1. Review Manager Toolkit
WEEK 2	1. Score new skill attempts of Coaching Feedback Form (section 1)	1. Check submissions & give feedback	1. Check submissions & give feedback	1. Check submissions & give feedback	1. Check submissions & give feedback
WEEK 3	1. Score new skill results of Coaching Feedback Form (section 1 & 2) & give feedback using Coaching Cheat Sheet	1. Check context & KPI results	1. Check context & KPI results	1. Check context & KPI results	1. Check context & KPI results
WEEK 4	1. Score new skill results of Coaching Feedback Form (section 1 & 2) & give feedback using Coaching Cheat Sheet	1. Check TSB for submissions & quick reply with feedback	1. Check TSB for submissions & quick reply with feedback	1. Check TSB for submissions & quick reply with feedback	1. Check TSB for submissions & quick reply with feedback



"Factor 8 Literally forces my Managers to coach!"
 – Heather F. Enablement Director

Zip Recruiter saw \$18.7M revenue lift from Manager training alone

Your Managers Are The Multiplier

If You Want Managers to Coach, Make it. . .

F _____

E _____

*"Factor 8 Literally forces my Managers to coach!"
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Book 30 min to chat →



SALES MANAGERS

#1 WORST SKILL:

CALL COACHING

- Sales Executive Council

Bonus Chaser!



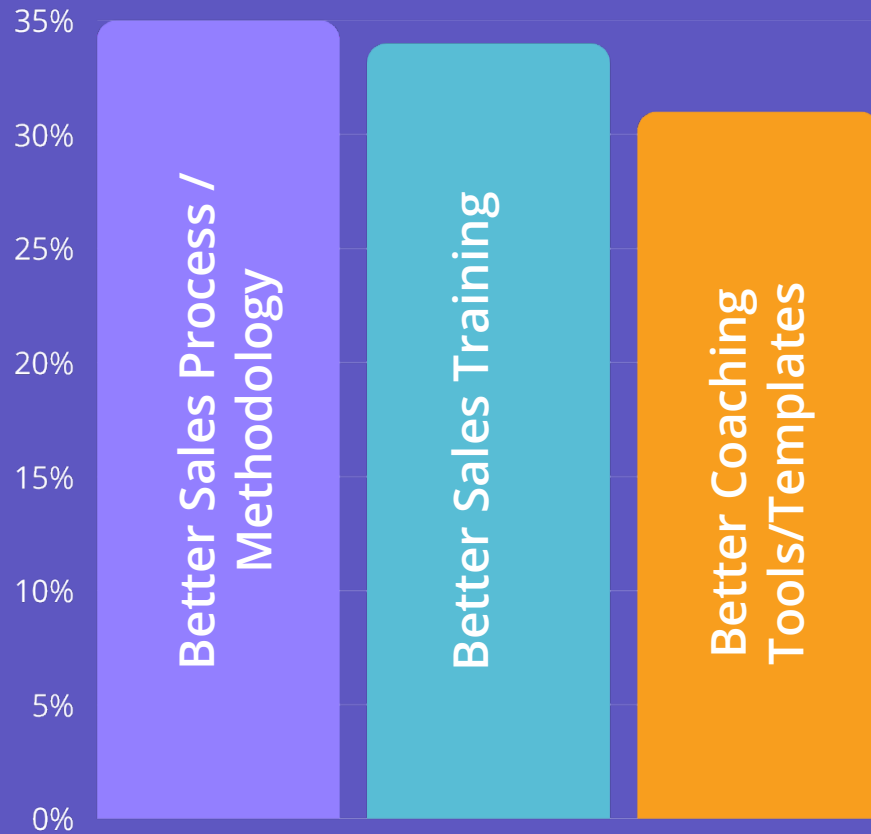
Emerging Leader Certification

- Starts July 2026
- 5-months
- All front-line revenue leaders
- Coaching skills, hiring frameworks, KPI deep dives
- 1:1 Mentoring
- Network with Other Leaders

Save your seat! →



What Managers Want From Leadership (& Enablement)



1. Better Sales Process / Methodology
2. Better Sales Training
3. Better Coaching Support



What Do Leaders Want from Their Managers



1. Coach your team more consistently – 52%
2. Hold reps more accountable – 52%
3. Drive more consistent process execution – 41%
4. Motivate and inspire reps – 27%
5. Communicate up more strategically – 25%



7x

Average ROI For Company
Coaching Programs

- International Coach Federation

30%

Average Decrease in
Employee Attrition

- Korn Ferry

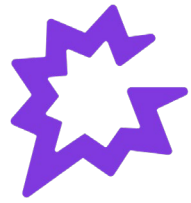


Bonus Chaser!

Where Can AI Help?



- R** Results Focused ★
- E** Executive Sponsored ★
- T** Tactical not Theory (When, How) ★
- A** Application Accountability
- I** Interactive (CUP) ★
- N** Nuanced - Custom ★
- E** Embedded w/ Skills & Tools ★
- D** Deliberate Duration

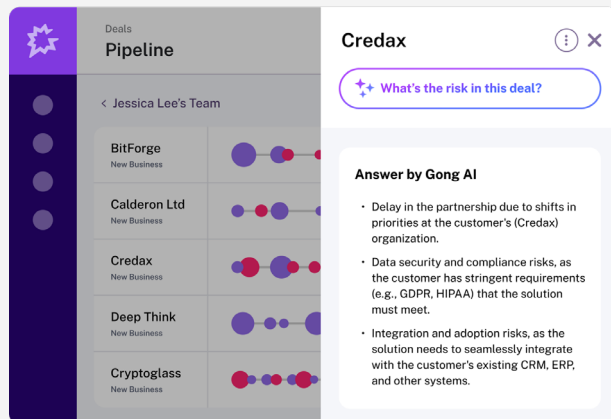


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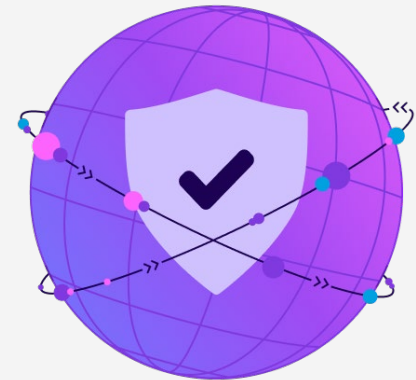
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Trusted by 5,000+ organizations

50% of the Fortune 10 run on Gong

Built on responsible AI and safeguarded with enterprise-grade security, reliability, and transparency



Learn more at gong.io

Cheers!



Where Do We Go From Here LB?

Need to jump? Book a quick meeting

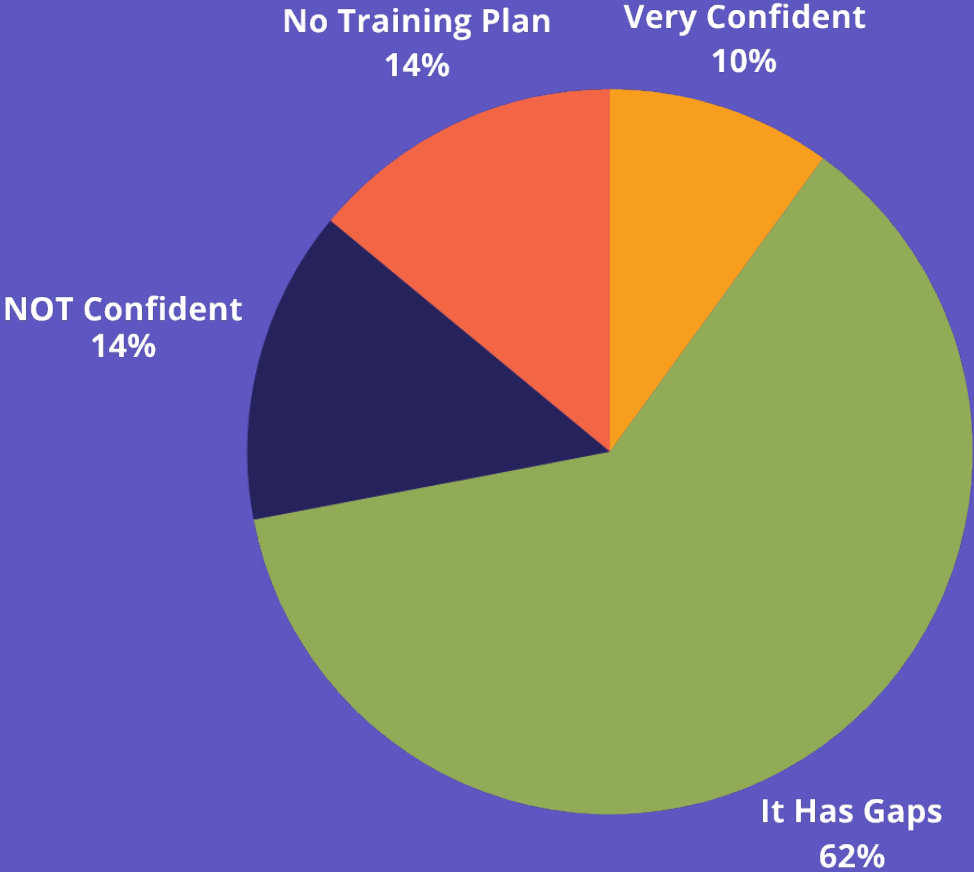


Lauren Bailey

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How Confident Are You In Your Current Rep And Manager Training Plan?

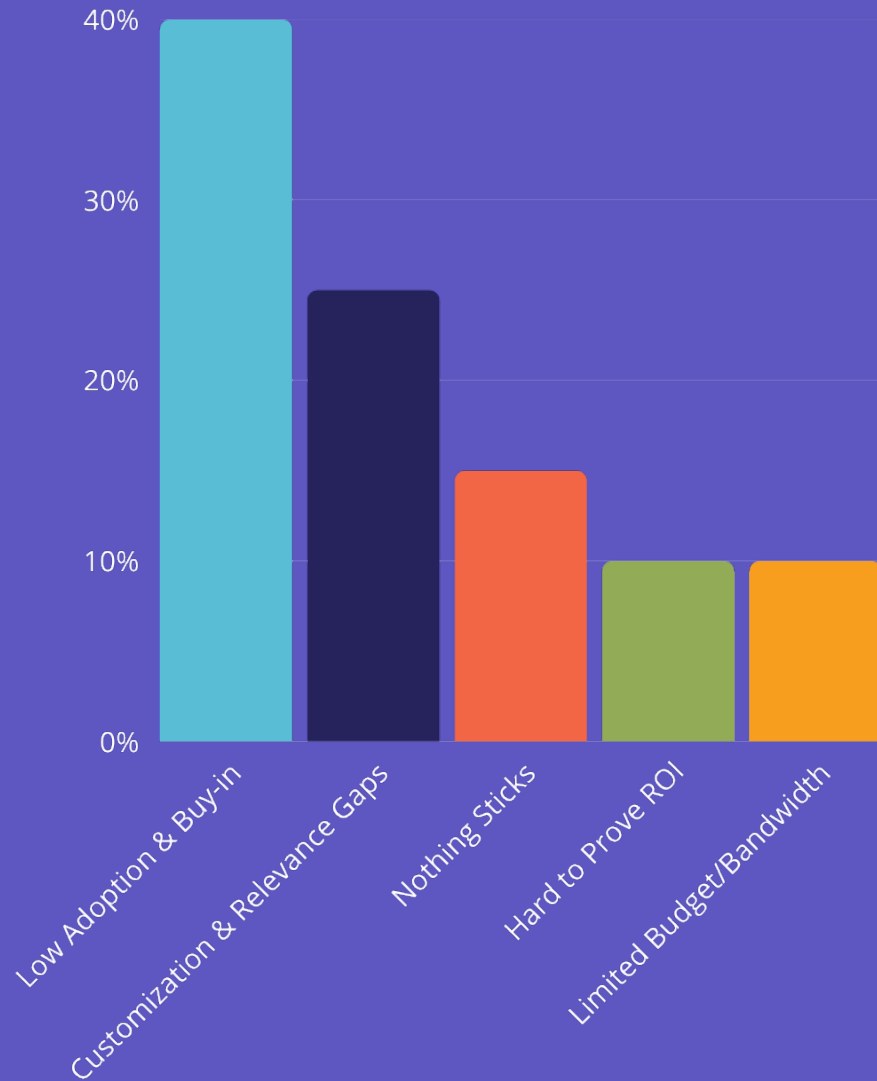


Very few leaders are confident in their sales training program

Book 30 min to chat →



What Frustrates Leaders About Training and Enablement?



It's not a lack of training.

It's a lack of impact.

Book 30 min to chat →



HOW WOULD THIS IMPACT AFFECT YOU?

- 20% decrease in ramp time = \$___ 
- 200% improvement in average deal size/ARR = \$___ 
- 240% increase in qualified lead quantity = \$___ 
- 46% increase in Stage 1-2 conversion = \$___ 
- 150% Increase in Stage 2 to opportunity - \$___ 
- 23% Increase in Closed won conversion - \$___ 
- 33% Increase in Revenue / Quota attainment - \$___ 



Flexible Implementation Options

SMB Customers
Self-Serve + Coaching



Mid Market
Fractional Outsourcing
6 Mo ÷ 3 Years



Large Enterprise
'Everboarding'
Content Licensing + T3



Evaluate Based On:

1. Bandwidth & Availability
2. Flexibility
3. SME Credibility & Buy-in
4. Long-term Need & Cost
5. Learning Culture

YOU TRAIN

SMB & Enterprise:
Small budgets or XL
headcount

FACTOR 8
TRAINS

Mid-Market, New teams, low
learning cultures

EVERBOARDING

Sales Training's Best Kept Secret

Get the "soft copies" of our training for less than paying us to train your team

- ✓ Editable workshop materials you can brand and reuse
- ✓ 3,000+ tools, templates, and real sales examples
- ✓ How teams use this for onboarding, everboarding, and manager coaching
- ✓ What it actually looks like to run this without starting from scratch

Get the Behind-the-Scenes Tour→



Train the Trainer. Unlimited Tools & Content. Soft Copy Workshop Materials

Flexible Implementation Options

SMB Customers
Self-Serve + Coaching



Mid Market
Fractional Outsourcing
6 Mo ÷ 3 Years



Large Enterprise
'Everboarding'
Content Licensing + T3



Book 30 min to chat →



Follow Me or Book a No-Pressure Chat



Want more info?
Book a quick
meeting!



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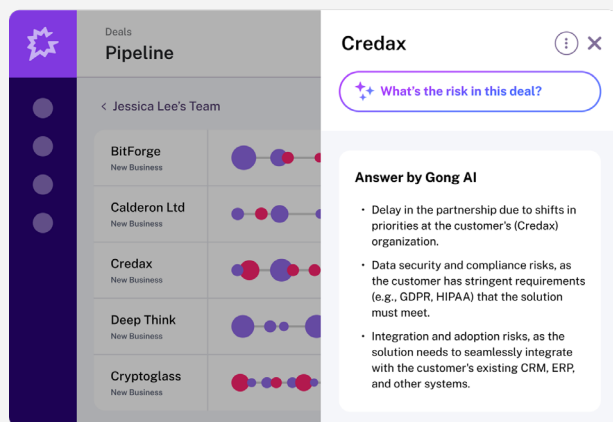
WeAreGirlsClub.com



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