

# THE BREAKTHROUGH COMMUNICATOR™

## DIGITAL SALES ENABLEMENT



## MODERNIZE SALESFORCE READINESS. TRANSFORM HOW THEY LEARN AND SELL.

Global sales organizations are driven to provide their sales teams with the right combination of knowledge and skills to succeed in a highly competitive landscape.

The highest priorities that have emerged across our client engagements are:

- Ramping-up **new salespeople**
- Introducing **new strategic sales plays**
- Implementing **new product launches**

The more geographically distributed the sales populations, the more complicated sales enablement roll-outs and boot camps become. The global pandemic has added exponentially to both the complexity and the stakes for all involved.

If not done right, it isn't just the sales leader's job on the line. If salespeople are not fully equipped to sell differently in the new normal, companies run the risk of missing sales targets, deploying uninformed salespeople, or getting crushed by the competition.

**Mandel has a tested, proven online solution** that works equally well for any size business, from lean startups to global enterprises with thousands of salespeople.

**THE BREAKTHROUGH COMMUNICATOR™ digital solution solves your sales enablement challenges** by quickly and effectively equipping your sales teams across all functions with the perfect combination of sales strategy, product training and essential skills development.

Build your Sales Bootcamp with Mandel and harness the power of digital sales enablement

- **Unify your global salesforce**, or a specific region, by simultaneously delivering quality sales training to a hundred – or thousands – of individuals at one time
- **Drive salesforce engagement** by providing exactly what your salesforce needs, when they need it
- **Rapidly deploy and update sales plays** to unify sales strategies, messaging and product acumen
- **Combine your internal initiatives** with Mandel's globally proven messaging framework and delivery skills - so your salespeople quickly know **what to say AND how to say it**
- **Quickly onboard new salespeople** and get them ready to sell in no time
- **Monitor and measure** everyone's completion rate to ensure broad adoption

**MANDEL**  
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# THE EXPERIENCE

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## PARTICIPANT EXPERIENCE

- Participants enter their customized online bootcamp where they engage digitally with their peers and their expert Mandel Coach **anytime, anywhere, on any device**
- Sales participants hear directly from their leaders the 'why' behind the bootcamp and how this will **immediately help them sell more effectively**
- Salespeople **apply their learning** throughout the bootcamp, crafting real-world customer and prospect messaging connected directly to the training
- Cohort peers share their messaging and **provide feedback to one another**, both co-creating and fine-tuning the message, thus amplifying their learning
- Participants engage in healthy competition, driven by gamification, points, and badges that result in high adoption
- Salespeople gain **insightful feedback and coaching** by engaging with their peers and Mandel Coach via discussion boards
- Leaders close the digital experience with specific **call-to-action expectations** and instructions for learners via personally-recorded videos

## DESIGN AND IMPLEMENTATION

- Key stakeholders partner with Mandel's design team to:
  - **Align** on desired business outcomes
  - **Identify** key internal messaging and content
  - **Support** specific sales plays and initiatives
  - **Add** appropriate logos, images and stakeholder videos
  - **Decide** on the gamification, points, and badges that will drive high adoption
  - **Map out** project milestones, an implementation plan, and measurement strategy
  - **Review** content and launch
- Mandel Moderator keeps participants on track, reminding them of milestones and deadlines
- Mandel team provides ongoing support and reporting metrics for the sales enablement and leadership teams

**Note:** The length of the online Bootcamp varies depending on the volume of sales training content being taught.

# REINFORCEMENT & MEASUREMENT

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- Artificial Intelligence-driven app instantly measures improvement in delivery skills
- Participants share their accountability plans and how they plan to apply the learning
- Automated reminders keep participants informed of milestones and deadlines
- Weekly stakeholder reports show who leads in points and whether anyone lags
- Participants submit video samples that can be used as examples for future participants
- Participant surveys capture immediate feedback as well as 30-day business impact

**\*Mandel has chosen INTREPID™ by VitalSource's globally recognized Learning Experience Platform to power their online courses.** This agile, elegant, engaging technology offers learners modern, collaborative digital learning and an integrated social experience based in behavioral science.

The Mandel content in this boot camp can also be integrated into other online learning platforms. As some features vary platform to platform, please ask your Mandel representative for more information about this option.