

# TECH LEADER TRAINS GLOBAL SALES TEAM TO WIN TOUGHEST DEALS

MANDEL CASE STUDY

20% INCREASE IN CONFIDENCE AFTER MANDEL TRAINING READIES TEAM

## Transforming 900 salespeople in one day

Keeping global sales teams ready to take on the toughest customer challenges is tricky in the best of times. When all sales meetings are virtual, it's harder. When about 70% of your people have only been with you for a year, it's even more difficult.

A global tech security leader faced those obstacles—and overcame them, providing its entire sales team with training that readied them to help the most demanding customers. The 100% virtual training delivered immediate results. Salespeople reported a +20% increase in confidence. And a global team of more than 900 sales pros completed training that included intense one-on-one coaching in a day. How did the company do it? Get the full story below.

## Cultivating a winning sales culture in a growing team

A technology security leader had a blockbuster year in 2020. Revenue climbed more than 40% compared to the previous year. That's because large enterprises all over the world realized that they needed security help. The company's technology protects data and networks when employees connect from more places and devices. It ramped up hiring more than 80% to meet demand.

By the end of 2020, the company's sales team was nearly twice as large as it had been at the start of the pandemic. But sales leaders saw more opportunities. "We hired high performers, but they had to master so much so quickly—from home," says the virtual sales program manager for the company. "Sales leaders wanted to give our salespeople a boost on everything from managing digital meetings to answering tough questions. Our people needed to be equipped to handle anything, even though many were new to the team."

"Salespeople were so busy, too," she adds. "They were looking for insights that would help them elevate meetings and accelerate a sales process that's moved completely online."

## Practice + mastery = higher returns on training

The company holds two large-scale sales events each year. Its team started to formulate a messaging training plan about three months before its second annual event. Like the first, it had to be all virtual, and events would take place over four days. They considered including a traditional keynote-style sales training session, where they engaged a dynamic speaker to present a messaging framework to the whole team at the same time. But they were concerned that it would be a largely wasted effort.

## TRAINING A GLOBAL TEAM AT LIGHT SPEED

**900+** salespeople in 10+ countries trained in a day

**20%** increase in confidence

**99%** of participants would recommend to others

**1-ON-1** coaching provided to each participant

*"Very relevant, especially in these challenging virtual times."*

*"From start to finish, amazing. I will use the template for all of my future deals."*

*"Where has this been all my life?"*

### — PARTICIPANT QUOTES

*"The Mandel team went into all-hands-on-deck mode for us. They dove into preparation, documenting our needs, understanding our offerings, and interviewing executives to ensure the training met their goals."*

— VIRTUAL SALES PROGRAM MANAGER AT TECHNOLOGY SECURITY LEADER

**MANDEL**

The program manager explains: *“Retention can be disappointing with a presentation-only approach. We needed our event to include messaging and digital skills training for more than 900 people. It had to fit into just a small portion of the four-day event while also including practice and coaching. Also, training aimed at increasing engagement must be engaging. Otherwise, you risk time, credibility with your people, and money.”*

## Making the impossible happen

The company leaned towards Mandel Communications from the earliest stages in their search for a training provider. Sales leaders were familiar with the Mandel's messaging framework, called SCI-PAB®. Many of them had previously received SCI-PAB training in their careers. They knew from experience that SCI-PAB helped to create high-impact conversations with customers.

But the team wondered if Mandel could deliver on their key requirement: small group training for more than 900 people all over the world at about the same time. Mandel could. After reviewing internal capabilities—and aligning trainer schedules to meet the company's needs—Mandel took on the mission.

According to the virtual sales program manager, *“The Mandel team went into all-hands-on-deck mode for us. They dove into preparation, documenting our needs, understanding our offerings, and interviewing executives to ensure the training met their goals.”*

## Dividing into labs to conquer content with practice

With the event a few weeks away, the Mandel team applied the information gathered from the company to refine the training content. They also developed a detailed plan to address the complex logistics. The resulting training spanned multiple time zones and continents.

With learners divided into 49 classes of no more than 20, the Mandel team presented the initial content. Then, learners split into labs of five each for hand-on sessions that included instructor coaching, peer reviews, and multiple rounds of practice.

*“The Mandel team achieved what seemed like days worth of skills enhancement in hours,”* says the virtual sales program manager. *“People took their ability to read virtual meetings and overcome ‘Zoom fatigue’ to the next level. They also learned new and more engaging ways to gain agreement on next steps from customers. One-on-one coaching helped people refine their techniques for dealing with even the most demanding customers in real time.”*

## “Where has this been all my life?”

Participants agree that the training they received from Mandel makes a difference. *“Very relevant, especially in these challenging virtual times,”* reported one attendee. Many indicated that they were eager to apply what they learned. For example, one commented, *“From start to finish, amazing. I will use the template for all of my future deals.”* And another wrote, *“Where has this been all my life?”*

Most importantly, the company saw presentation and meeting skills increase along with salespeople's confidence. Salespeople's self-rated confidence leading meetings, presentations, and confidence rose by over 20%. More than 99% of participants would recommend the training they received to others. The company's global vice president of sales strategy and enablement took note of participant enthusiasm: *“Amazing feedback! Thank you, Mandel, for a huge value-add training.”*

The company's vice president of enterprise sales for the Americas points to SCI-PAB as a key to the success of the training. He says, *“SCI-PAB training gives every salesperson an edge when engaging with customers. Our people know they can communicate what's at stake to a customer in a way that resonates. Instead of falling back on buzzwords, they're tackling concerns and really connecting with customers.”*

### TURN TRAINING INTO WINS

Find out more about how [SCI-PAB](#) positions sales teams to accelerate and win deals. And [talk to us](#) about making one-on-one training part of your virtual sales kickoff.