

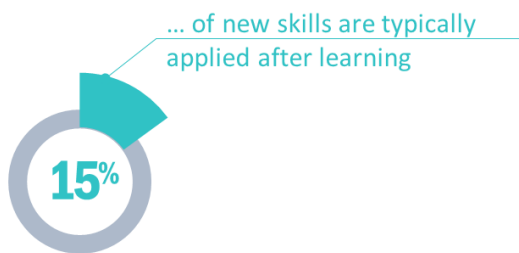
# Salesforce Development Remotely

*Continue your salesforce development despite of travel bans and budget cuts*

*Has your salesforce been grounded by quarantine measures, travel restrictions and budget cuts? Why not use this time to develop the skills and effectiveness of your salesforce and its management? The good news is:*

- *Remote development programs can be even more effective and sustainable than on-premise trainings and workshops.*
- *They are less intrusive and more economical.*
- *They can provide even more guidance and handholding.*

We have worked with clients such as Cisco, Bechtle, Deutsche Telekom and Wabtec over the past 20 years to combine the advantages of instructor-led development programs and online channels. NewLeaf's remote salesforce development framework combines three guiding principles and various channels to ensure the new skills are successfully applied in salespeople's everyday job life.



Source: Brinkerhoff, Robert O., and Anne M. Apking. High-impact Learning: Strategies for Leveraging Business Results from Training. Cambridge, MA: Perseus Pub., 2001.

*Channel choice and program structure create minimal invasive interventions*

Our remote salesforce development framework is **platform-agnostic**: While we do provide access to our own collaboration infrastructure (e.g. MS Teams, WebEx or Zoom), we are happy to incorporate our clients' infrastructure and tools.

Participants work remotely in **teams**, **couples** and **individually**. Group sessions and individual work packages alternate depending on program requirements.

With the aim to **drive results**, we use a broad range of interaction formats, exercises and tactics to make the program easy and engaging for participants. Individual **sessions** last **from 15 minutes to two hours**. This leaves enough time for participants to perform their daily sales tasks.

*Three guiding principles ensure program effectiveness and sustainability*

Remote programs allow more frequent interaction than do monolithic on-site trainings and they also provide continued guidance from instructors at comparatively low cost.

Our work is based on three guiding principles to ensure that participants apply the learnings in their daily job life:

## 1. Experience-based learning

Learning is effective when participants can convert theoretical knowledge into practical application. **Short sessions and easy to digest content followed by on-the-job assignments allow for immediate application in the real world.** In contrast to in a classroom training, this approach allows us to observe how each participant applies the new knowledge in the field.

## 2. Peer learning

Numerous studies have proven that employees acquire and apply knowledge best when it is provided by a source that they trust. **Colleagues are regularly the source employees trust the most.** The program therefore focuses on learning from and with colleagues through the peer reviews and peer learning sessions.

**Percentage of staff finding these forms of learning essential or very useful:**

**46%**

Self-paced e-learning courses

**53%**

Support from my coach / mentor

**90%**

Collaboration with peers / team members

Source: 2016 Towards Maturity Benchmark Study

## 3. Drip-feeding of information

It has been proven that the success of an intervention increases if the content is offered in **small, bite-size chunks**. This is something that is difficult or even impossible to implement in classroom training due to the high costs involved. However, when using remote channels, the content can be efficiently conveyed in very small units (15 to 30 minutes) that can be applied immediately in the field.

*Contact us to learn more:*

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