

PEER LEARNING FOR SALES:

Tips for using the "peer created, enablement refined" method

WHAT IS PEER LEARNING?

For the B2B sales force, peer learning is the sharing of knowledge and ideas that occurs between salespeople.

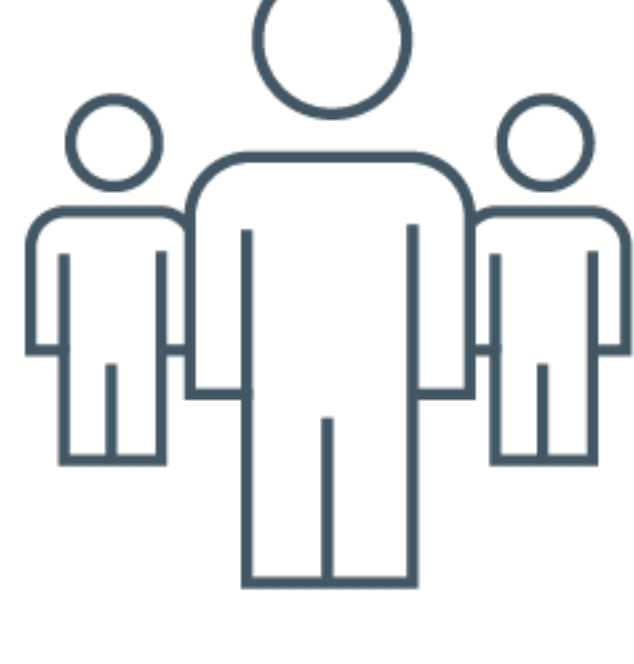
99%

of millennial workers value sharing knowledge with others at work.

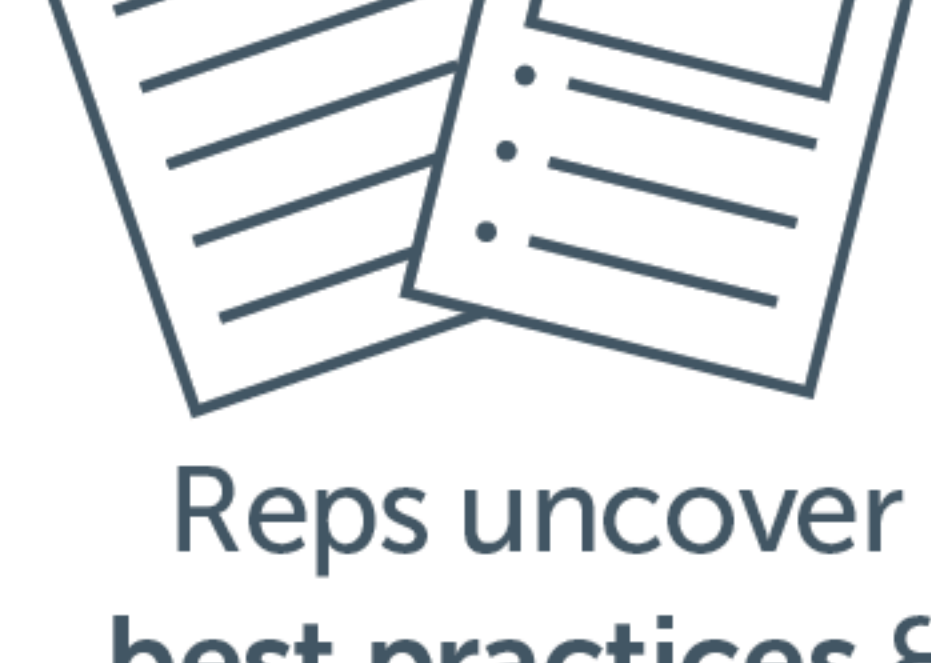
-Forrester Research



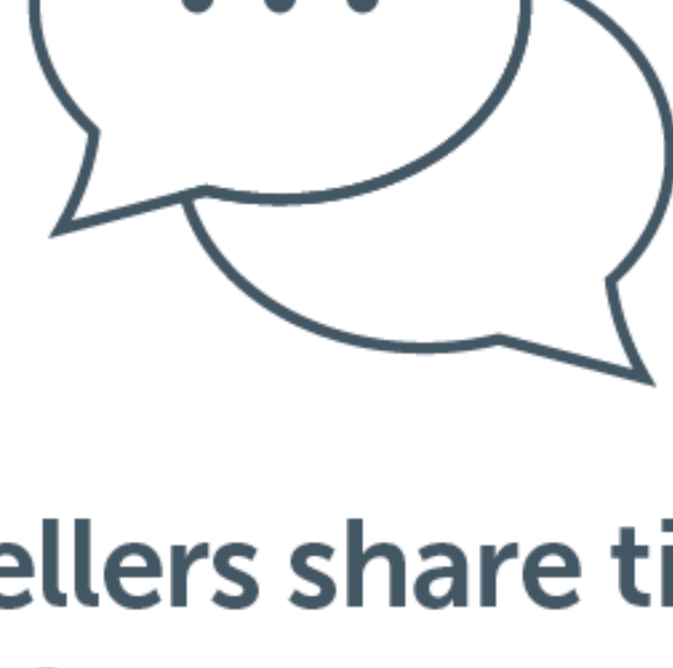
BENEFITS OF PEER LEARNING:



All levels & generations learn from each other



Reps uncover best practices & new approaches



Sellers share tips & tricks from the field



SALES ENABLEMENT'S ROLE:

With Sales Enablement:
Democratized content creation

VS

No Sales Enablement:
Peer content slips into chaos

EMPOWER REPS

To Create Peer Learning Content:

When sales enablement helps:

When reps are left on their own:

The BEST EXAMPLES are shared

TOO MUCH CONTENT

Content is reviewed for QUALITY

POOR QUALITY

Reps SHARE win STORIES, objection handling TIPS, & pitch EXAMPLES

INCONSISTENT & OFF MESSAGE

Content is accessible ANYTIME, ANYWHERE

CONTENT IS HARD TO FIND

How Sales Readiness Technology Helps:



Easy video content creation



Use content for training & coaching



Tags & filters for search



Sharing across company channels



Track viewership

Awesome Peer Content

BRAINSHARK