

**Summary of the Practice**

**Name of Practice**

**Solution Sales Elite**

**Category**

**Learning Technologies**

**Summary**

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This practice was designed in direct response to the need to develop solution selling capability and increase sales efficiency and profitability for little cost in time and money and demonstrate positive improvement immediately. A key goal is to move the middle-performing sales people up a degree so that they predict and complete more sales and use available resources more efficiently. An important design criterion was to have as little time-out-of-field impact as possible. The program covers eight weeks with an orientation meeting (virtual), weekly emailed content, and a follow-up online competitive challenge. Each weekly ezine includes highly targeted and concise information in multiple formats and a challenge activity that drives the sales people to an online discussion board where they can collaborate with their peers and receive expert coaching. Sales managers have their own discussion board where they can discuss how their people are accomplishing the challenges and receive advice on how to best coach their sales people. Managers practice their coaching techniques by advising participants on the student's discussion board. The intent is to enable a group of geographically dispersed sales people with their managers to work in a virtual environment to collaborate, model behaviors and challenge themselves to become better at solution selling. This practice is a combination of the high-tech, employing many web 2.0 technologies, and the high touch, individual coaching, for the improvement of sales executives and their managers.