

Sales Best Practices

Use Channels to collect and share sales best practices across your entire sales team.

Challenge

Sales teams have a wealth of knowledge that goes mostly untapped or is just shared between individuals. When an organization does have a process for capturing best practices it is typically long, drawn out, and formal, which in turn causes only a few of those to be documented each year.

Approach

Create channels for capturing best practices. These can be open for everyone to submit their best practices. If you want more control you can use a Rehearsal program to vet out responses before having them posted in Channels.

Benefits

- Video postings provide a quick and easy way for sales teams to share best practices
- Sales teams can build a library to ensure that best practices are captured
- People can provide feedback and direct commenting allowing collaboration on best practices
- Sales new hires obtain best practices knowledge more quickly vs. the traditional transfer tribal knowledge over time

Applications

- General Sales Best Practices
- Best Practices for a Product, Service, or Sales Area
- Brand Storytelling
- Capture Veteran Knowledge and Skill

Industry Example

A well-known technology company uses Channels to share best practices across their entire sales team. Channels has created an environment where sales representatives can efficiently learn from top performing veterans while on the go.