

Situational Sales Advice

Use Channels to enable sales teams to collaborate on situational advice.

Challenge

Sales professionals are constantly asking for advice from their peers and direct managers. These interactions typically stay between a few people and not shared with the greater sales team.

Approach

Create a channel where sales teams they can ask for advice and get answers from peers and managers. This will then become the library from which others can learn.

Benefits

- Video postings provide a quick and easy way for sales reps to ask for assistance
- Sales teams can build a situation Q&A library to ensure that advice is captured
- People can provide feedback and direct commenting allowing collaboration on how to handle a given situation

Applications

- Situational Sales Strategy
- Situational Advice for a Product, Service, or Area
- Storytelling
- Situational Objection Handling

Industry Example

An enterprise software provider utilizes Channels to capture and share techniques for overcoming the most common sales objections. New sales representatives pose questions and receive insight and advice from veteran sellers.