



AA-ISP

COLUMBUS CHAPTER

- 8:00am Arrive and networking
- 8:15am Welcome
- 8:30am Kickoff
- 9:30am Q&A/Wrap Up/Networking
- 10:00am Depart



What is AA-ISP?

Who we are:

A community made up of like-minded sales reps, managers, senior leaders, and Inside Sales organizations.

What we do:

Provide a centralized resource for a variety of Inside Sales related information through virtual and in-person resources.

Who should participate:

Anyone who is either in a **selling role, sales support role, sales managers & executive leaders, as well as C-level leaders** who are looking to increase sales performance and learn from a community of like-minded professionals.



What Membership Provides

KNOWLEDGE CENTER

1400

DOWNLOADABLE
WHITE PAPERS
WEBINARS
BEST
PRACTICES

+

INTERNATIONAL COMMUNITY



CHAPTERS
AROUND THE GLOBE
FOR STAYING
CONNECTED

MEMBER BENEFITS



WEEKLY WEBINARS
SALES TRAINING
ACCESS TO CHAPTER
MEETINGS
LIVE CONFERENCES
ASK-AN-EXPERT FORUM
MENTOR PROGRAM
INDUSTRY SPECIFIC GROUPS

MEMBERS



OVER 16,000 MEMBERS
REPRESENTED BY
PROFESSIONALS FROM
ACROSS THE GLOBE

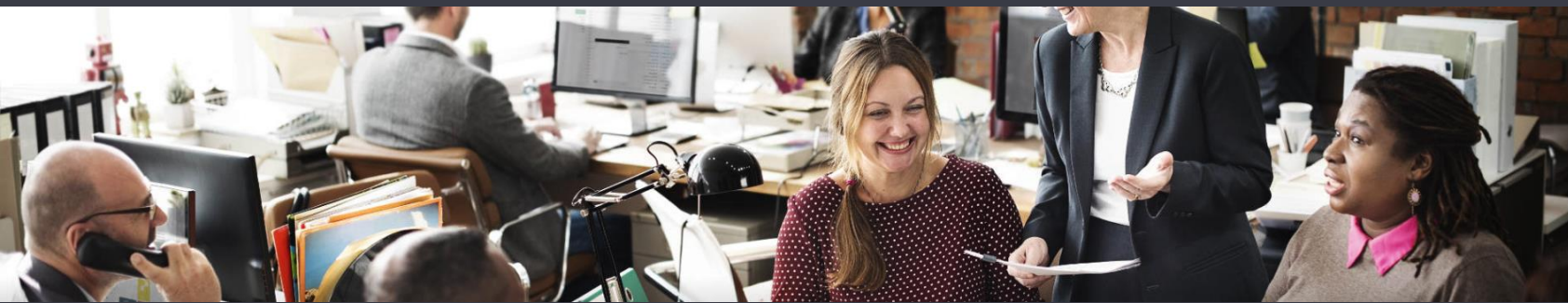


Joining the Community:

--Special pricing for Chapter Attendees: \$99
(regular price \$145)

Use Promo Code: Chapter99

--The Student Mentorship Program
**Detailed listed on the next slide*





The Student Membership Program

The AA-ISP (The Global Inside Sales Association) is committed to higher education institutions whose coursework and degree programs prepare young professionals to enter the world of sales upon their graduation. They are pleased to offer aspiring, career-minded college students the opportunity to learn, network and share through AA-ISP membership at **no cost**! Becoming an AA-ISP Professional Level member will better prepare a student for a successful career as a sales professional.



Students receive complete Professional Level Membership benefits including:

- Member Library - Access to an online library of articles, webinars, and white papers designed to help you learn and improve as a sales professional.
- Career Site - Access to an exclusive job board featuring employment opportunities posted by AA-ISP companies with current openings across the U.S.
- Connect with Our Community - The opportunity to participate in regional, in-person chapter meetings across the U.S.
- In addition, members have the opportunity to participate in virtual Chapters via Zoom and conference calls.
- Training Tuesdays - Participate in our association's member-only monthly educational forum.
- Networking - The opportunity to network with sales leaders, sales representatives, and student members through our member directory, special events, and conferences.
- Access to AA-ISP Conferences - Jump start your career as a new professional by participating in one of the association's sales conferences held at several major cities across the U.S.

To qualify for this special free student membership, you must be currently enrolled in an accredited university or higher educational institution.

Please be sure to enter your school name in the "School" field and use your ".edu" email address (if you have one) during registration.

<https://www.aa-isp.org/scholastic-program>

2019 Events:

AA-ISP hosts in-person conferences and retreats geared towards advancing the skills of inside sales reps and leaders.

Chapter attendees are eligible for discounts for upcoming events using promo code: *Chapter100*

Contact info@aa-isp.org for additional information and promo details.



Events For All Levels:



**2019 DIGITAL
SALES WORLD**
THE NEXT GENERATION OF SALES

- Workshop & Case Study Focused
- Short, industry forward main stage sessions
- Topics for SDR, Reps, Managers and Sr. Leaders
- Live Demos of the latest tools and technology
- 250+ Sales Professionals at each event

- **Dublin | Dec 3rd, 2019**
- **Chapter Discount Promo Code: Chapter100**



Announcing for 2020!



SALES
WORLD 2020

THE CONFERENCE SERIES FOR INSIDE/DIGITAL SELLING



- San Jose | June 11th, 2020
- East | September 17th, 2020
- Chapter Discount Promo Code: Chapter100



Join Us!

THE BARNESLEY RESORT



October 8th - 10th ~ Adairsville, GA

PONTE VERDA INN & CLUB



LEADERSHIP RETREAT

Feb. 4th - 6th ~ Ponte Vedra Beach, FL



"The Retreats are a rare opportunity to set aside time to work on vs. work in the business within a community of successful peers who freely give of their time and advice."

Brad Roderick -
EVP, CRO, TonerCycle/lnkCycle
Four Time Participant



"I thought the learning was fantastic. The facilitators at were great and were able to get everyone in the workgroups to share good insights and learnings from their companies and experiences. I have never had an environment where so much great sharing could take place."

David Kreiger
President, SalesRoads
First Time Participant



- Bring Your Sales Leadership Team
- 850+ fellow Leaders
- 75+ Sessions focusing on improving performance
- Annual After Party!
- Technology Expo filled with the latest technologies & services advancing our profession!

Register by 12/20
and get your full
pass + pre-event
workshop for \$995!



Cincinnati - Dayton Chapter Team



Amanda
Ahlfeld



Laura
Smith



Cincinnati - Dayton Chapter Events

- February 19th – Location TBD
 - Sales Coaching as a Methodology



Speaker

AA-ISP CINCINNATI-DAYTON CHAPTER

Relaunch Meeting

WITH **STEVE RICHARD**, Chief Evangelist
and Co-Founder of Execvision



NOVEMBER 26TH, 2019 8:00AM - 10:00AM





ExecVision Call Coaching Academy

MANDATE:
Drive Human Behavior
Change

HOW?

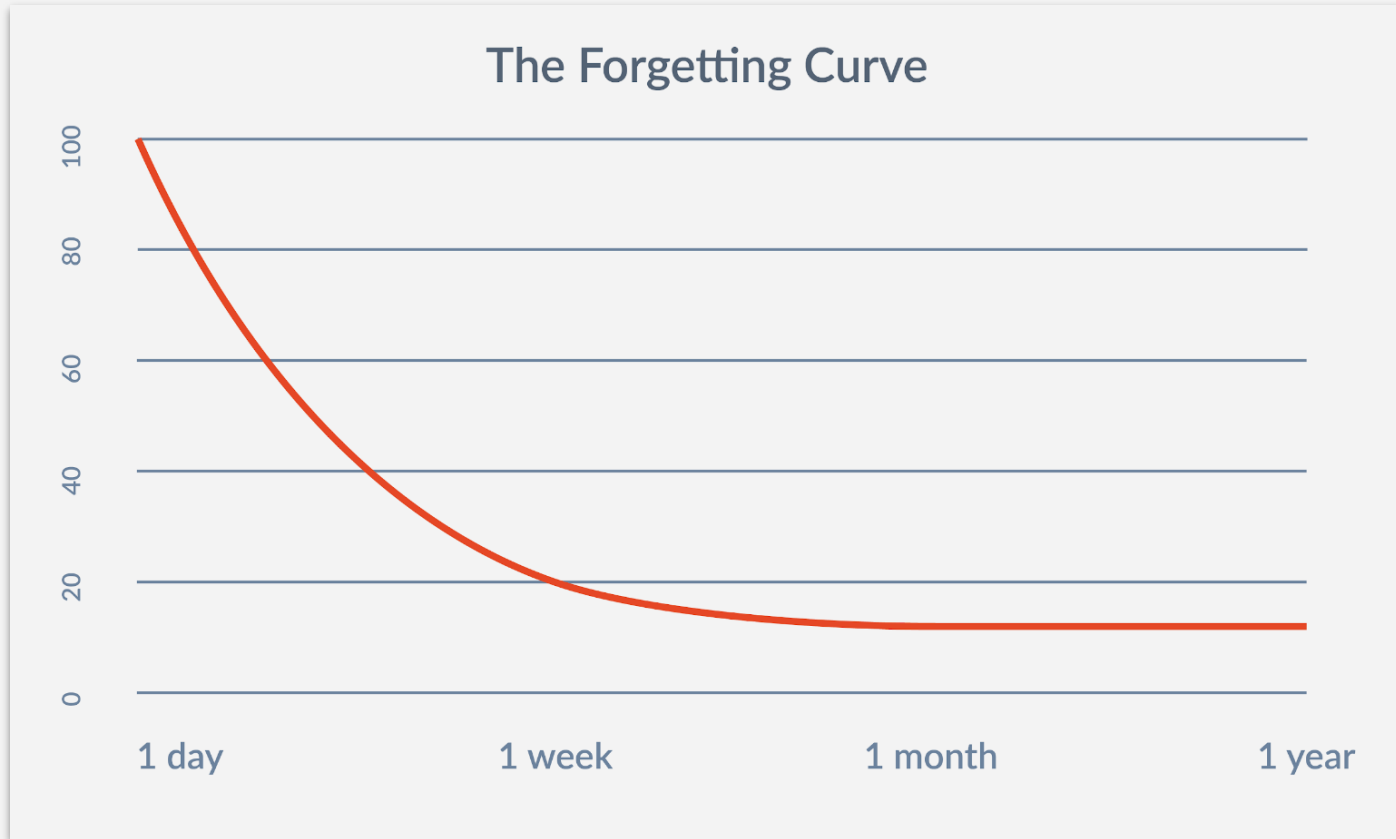
1. **Consistent** training & faster onboarding
2. **Consistent** management coaching
3. **Consistent** adherence to the process
4. Culture of **accountability**

The Reality

Most managers do not have a coaching plan, are ill prepared for coaching opportunities, have no way to observe coachable moments, and do not coach their reps in a way that encourages them to self-correct.

All Managers mean to coach,
but something always gets in the way...

OUR ENEMY: The Forgetting Curve



Repetition & Sleep



The Neuroscience of Mastery



Initial Understanding

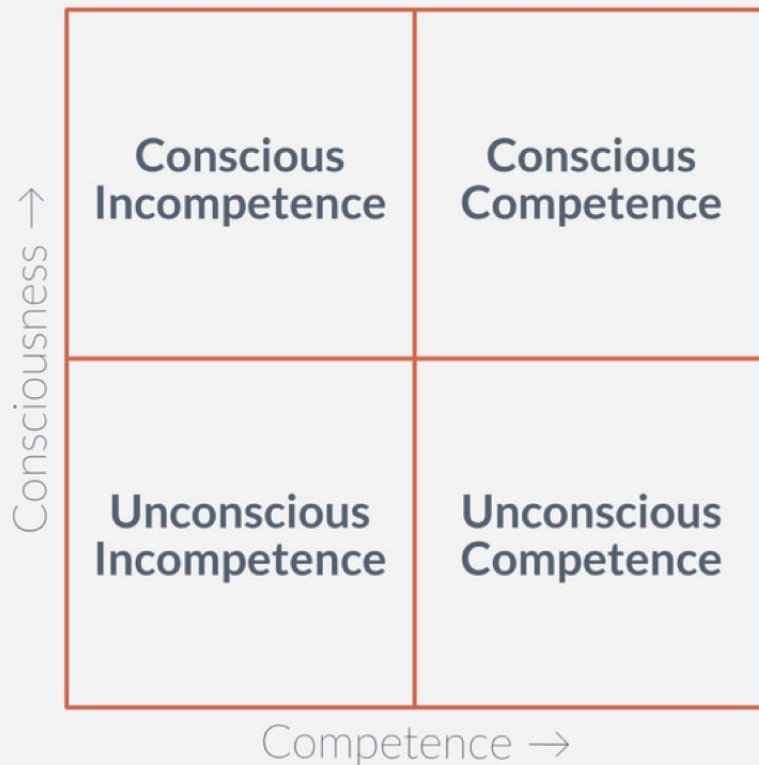


Growing Neural Connections



Mastery

Human Behavior Change



**Who Decides if the Rep
Changes Their Behavior?**

What Happens When You Lead with Criticism?

Trust is the Foundation

Positive & Productive Culture

Training
≠
Coaching

Human Behavior Change



Changing adult behavior is not something that will happen overnight. Successfully changing a behavior requires your reps to identify, on their own, where improvements should be made.

Some proven approaches

Rep Self-Review

Have reps review their own calls before asking for help. This will show you if they are aware of the areas they need improvement.

Scorecard Calibration

Have all of your reps sit together to listen to a call outloud. Then have each of them individually fill out a scorecard. This will help identify skill gaps across reps.

Peer-to-Peer

Have reps listen to their peers calls and identify areas of calls that are “good”. This will help reinforce skill training.

Consistency is key: However you foster your coaching culture, make it a habit.

**What are the few key behaviors
that your top reps do
consistently?**

Group Exercise












What are the 3-7 key behaviors for your different call types? Each behavior should be worded:

Does the rep...?

What are the fewest and easiest behavior changes that will have the biggest impact on your business metrics?

Remember to use your cult-like language

Are We Calibrated?

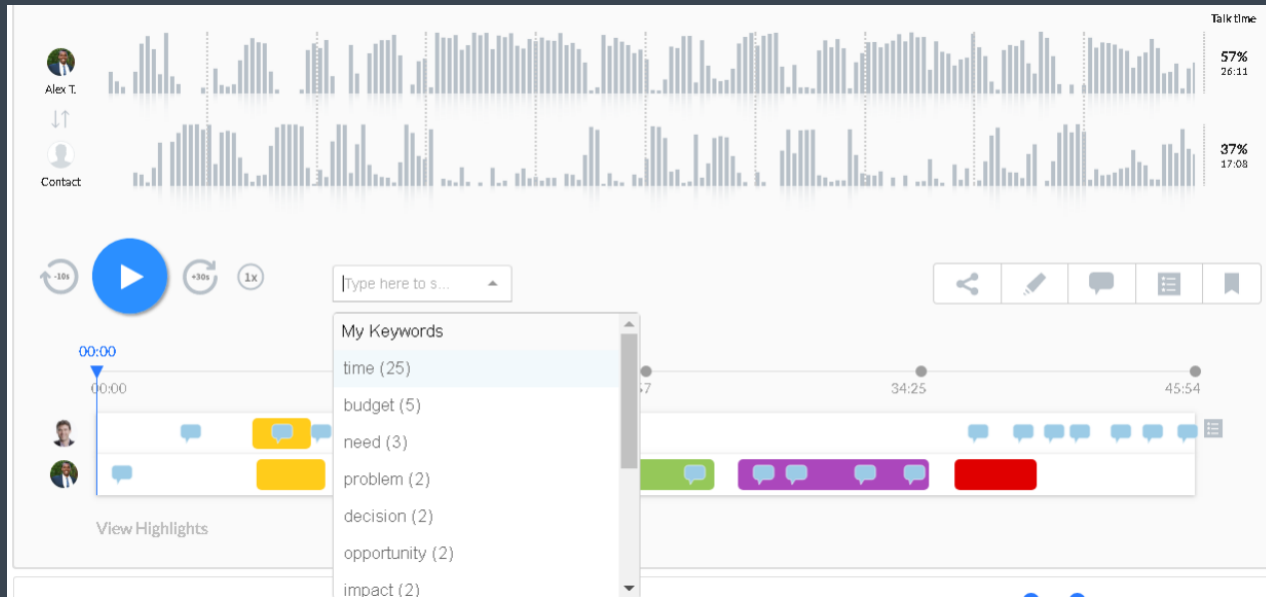
<div><div><div>83%</div></div><div>5 people, including you, have left feedback on the call so far. Below are the results.</div></div> <div>Score</div>	<div><div></div><div>80%</div></div>	<div><div></div><div>80%</div></div>	<div><div></div><div>71%</div></div>	<div><div></div><div>86%</div></div>
1. Lead In: Does the rep open the call with implied or explicit permission to continue that sounds natural then confirm/clarify the prospect's role?	4 	5	4	4
2. Pre-Call Research: Does the rep have a good reason for why they called and use pre-call research to attempt to get the prospect into system 2?	4 	3	4	5
3. Common Challenge: Does the rep use a tailored, head-nodding common challenge [problems, topics, trends, use cases, stories] and follow it with an open ended question and/or pregnant pause?	4	4	3 	4
4. Value Prop: Does the rep ask questions that lead the prospect to our value prop, then explain what we do clearly?	5 	4	3 	5
5. Status Quo: Does the rep uncover current / future recording solutions, then inquire about the business challenges the prospect seeks to fix, accomplish, or avoid?	4	4	3 	3
6. Popcorn Questions: Does the rep ask questions about [TEAM, TECH, DMs] before they secure the meeting or after as overtime questions?	4 	5	4	5

Words are the 'Markers'
of Great Conversations

How ExecVision Helps



Do you know the vocabulary of top performers?



Where Are Reps Strong & Weak by Skill?

STRENGTHS AND WEAKNESSES BY REP					
REP	ACTIVE LISTENING	COMMON CHALLENGE	GO FOR TIME	LEAD IN	VALUE PROP
Haley G.	90%	80%	100%	73%	80%
Jack L.	80%	80%	55%	76%	65%
Alex T.	75%	77%	71%	82%	66%
Dominic R.	69%	55%	53%	78%	60%
Alexis N.	74%	40%	54%	78%	56%
Juliette S.	63%	56%	50%	71%	48%
Nate G.	60%	43%	60%	66%	46%
Team Average	73%	62%	63%	75%	60%

What Skill Should We Coach for Each?

RACHEL MOFFITT'S TEAM?				View
REP	CHALLENGED BY	ACTIVITY RANK	SELF-REVIEW RANK	
 Alex T.	Go For Time	#6/9	#3/9	Create Plan
 Alexis N.	Credibility	#5/9	#5/9	Create Plan
 Dominic R.	Common Challenge	#3/9	#9/9	Create Plan
 Haley G.	Switchboard	#1/9	#1/9	Create Plan
 Jack L.	Go For Time	#9/9	#2/9	Create Plan
 Joe T.	Value Prop	#4/9	#6/9	Create Plan
 Juliette S.	Go For Time	#8/9	#4/9	Create Plan
 Mark R.	Value Prop	#2/9	#8/9	Create Plan
 Nate G.	Value Prop	#7/9	#7/9	Create Plan

Coach Calls The
Right Way

Keenan's Coaching Model

Observe

Describe

Prescribe



Expert
Tip

Frequently people can't see what they are doing that impacts performance. Do not judge. Instead observe and describe.



Individual Exercise

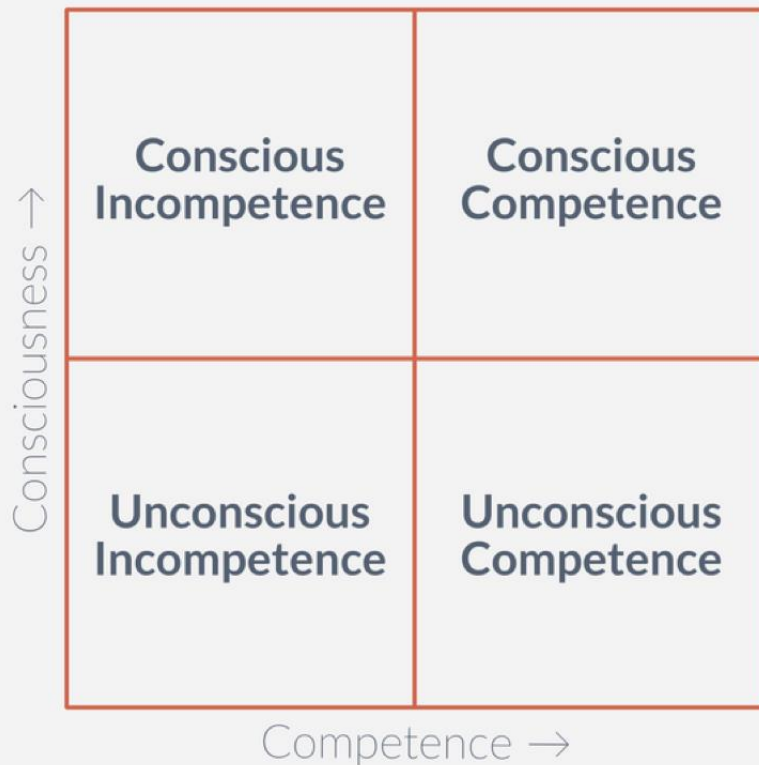
Find a coachable moment in ExecVision.

1. **Observe** what's happening and suspend judgement.
2. **Describe** what you observe as comments on the call.
3. **Prescribe** by asking the rep a question in the comment.



Where to **Focus** Your Coaching Efforts

Map Them: Skill vs. Will



Pair Exercise



Look at your team. Based on what you see:



- Who should you coach less?
- Who should you start coaching more?
- Who should you coach / manage differently?




Are Coaching Sessions Happening?



UPCOMING REVIEWS



Review with Reed Kordella


 Tuesday, Nov 19th, 8:00am  Scott Shaul's desk

 Scott Shaul needs to add 1 calls relevant to this coaching plan in advance of the review meeting

Modify







Review with Alex Dickson

 Friday, Nov 22nd, 9:00am  Scott Shaul's desk

 Scott Shaul needs to add 1 calls relevant to this coaching plan in advance of the review meeting

Modify

Is the Coaching Working?

REPS SCOTT IS COACHING							
REP	SKILL	SINCE PLAN START	SINCE LAST REVIEW	PLAN PROGRESS	COACH	NEXT REVIEW	
 Alon K.	Buying Process	▲ 63%	▲ 75%	6 / 8 Reviews		Tomorrow 3:00am	
 Carlos L.	Buying Process	▲ 15%		3 / 8 Reviews		Today 8:00am	

Call Camp - Free Sales Training



www.execvision.io/webinars



We're here to help.

<http://execvision.io>

Additional Reading...

