

A FASTER WAY TO

Pick the best social selling
training, for you & your sellers.

Social Selling Training Cheat Sheet

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7-Point Checklist

to pick social selling training



What this checklist does for you

The below process will help you choose the best social selling training—fast. You will become a hero to your sales force. (and the boss!)

- 1 – Create **selection criteria** and/or RFP email.
- 2 – “**Short-list**” candidates & solicit proposals.
- 3 – **Review** proposals. (against selection criteria)
- 4 – **Interview** best candidates & check references.
- 5 – **Negotiate**, review & sign contract.
- 6 – **Assess** your team & **avoid** disaster.
- 7 – **Start** the training & report effectiveness.

Check off each step as you complete it. ***Get started on the next page!***

Selection criteria ...

The way your social selling trainer trains will dictate your success. Getting this part right means sellers leave the training *do-ing*. (not just having learned)

Start by only considering investing in training that:

- teaches a practical, repeatable **system**
- focuses on **copywriting** & platform (eg. LinkedIn) skills
- helps sellers **take “first steps”** to apply the system
- allows un-restricted **video downloads** of the training
- uses **worksheets** to get sellers *DO-ing* & logging progress

Make your training effective for sellers *and* in the eyes of your boss. Only invest in training that:

- gives you a way to measure increased **appointments** & improved **response** for sellers



“What should I expect to be included in my contract?”
“How can I overcome resistance to the training?”

Have questions about any of this?
Call me at 312-957-6020 or email
jeff@jeffmolander.com.

Key interview questions ...

When speaking with social selling training candidates be sure to cover the below topics.

- In addition to skills they'll learn, **what outcomes** will sellers be able to produce? How will they be **measured**?
- What **approach** or “repeatable system” will sellers learn and be able to practice when done?
- What “**first steps**” will sellers take during the training?
- How **do these steps relate** to the goal: generating more leads/appointments, faster?
- Does the training include **worksheets**? Why or why not?
- What **curriculum delivery options** do I have? Live Webinar? Home study (self-paced) learning? Live training with video replays?
- What are the **costs** involved with each option? Which option is best for my sales team and why?

TIP: Effective social selling training must result sellers get more response from prospects, faster. Make sure you invest in training that focuses on a process that creates:

- **attention** from a targeted group of potential buyers,
- **engagement** that is provocative enough to spark
- **response**—conversation that generates a lead or sale.

Assess your team ...

Before your social selling training, perform an assessment.

This will insure success for you, your team *and* avoid disaster.

Ask your trainer to create an assessment that:

- justifies** your investment
- identifies** performance metrics to improve
- uncovers** current attitudes & experiences with tools like LinkedIn
- reveals** resistance to social selling training and
- locates** early adopters (so you can focus on them)

Finally, a way to get buyers talking with you about what you sell ...

free, in under 15 minutes.



[Click to take the training](#)