

Ganz oder gar nicht: Warum Sales Training als ganzheitlicher Ansatz langfristigen Erfolg sichert

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Wie es meistens beginnt



Wir wollen wachsen!



Die Quartalszahlen sehen
aber gar nicht gut aus...

Und dann?

Der Vertrieb muss mehr Termine machen – Active Selling Time



Die Aktivitäten im CRM gehen hoch - die Pipeline entwickelt sich aber nicht proportional

Warum?

Quantität



Fokus



Qualität



Wir brauchen Sales Training



Wer ist denn der günstigste Anbieter?

Lass uns mal bei HR fragen.

Es darf aber nicht so lange dauern.

Ein Bekannter von mir macht so etwas auch.

Ich kenne da einen guten Trainer!

Es folgt ein Training



01 Generische Inhalte



02 Motivation und Verkaufszahlen steigen für ein Quartal



03 Doch schon bald ist alles wieder beim Alten

WIIFM oder: Die Rolle der intrinsischen Motivation



01

Verknüpfen der Sales-Skill-Trainings mit den eigenen Produkten und Prozessen

02

Definition von standardisierten Lernprofilen für jede Rolle

03

Einbinden der Manager als Sales-Coaches für den nachhaltigen Erfolg



Value creating Account Management

- Arbeiten auf dem eigenen Account
- Identifizieren von Blindspots
- Etablieren von zusätzlichen Kontakten
- Schärfen der Value Proposition



Negotiation

- Authentische Verhandlungssituation mit branchenspezifischen Themen
- Berücksichtigung interner Prozesse wie Zahlungsziel, Implementierungszeit, Red Flags, NDA etc.



Presentation Excellence

- Arbeiten mit der eigenen Brand-Guideline
- Nutzung von internen Anwendungen (Frontify, Empower, PPT Template)
- Erstellen einer Präsentation für einen realen Kunden



Consultative Selling

- Beispiele aus der eigenen Branche
- Value Creation Canvas mit den eigenen Produkten und Dienstleistungen
- Einbinden der eigenen Brand / Templates
- Berücksichtigung der internen Prozesse, um die Opportunity mit dem Kunden möglichst zügig durch die Pipeline zu bringen

Lernprofile und Rollen

SALES - CAREER PATHWAY			
Sales Systems & Processes	Field Sales	Tele Sales	Vertical & KAM
GV-Y Global Head of Sales Processes & Systems HF-Y Global Sales Processes & Systems Expert		GV-T Global Head of Tele Sales	GV-Z Global Industry Champion HF-Kx Global Key Account Manager Corporate Partner
RV-V Regional Sales Processes & Systems Manager RV-VE Regional CRM & Sales Systems Expert		RV-T Regional Tele Sales Manager	RV-E Regional Manager Key Account Team RV-X Regional Industry Champion RV-Kx Regional Key Account Manager
ZV-Y National CRM & Sales Systems Expert			ZV-K National Manager Key Account Team ZV-X National Industry Champion ZV-Kx National Key Account Manager
	Fr-Y	VT	


Sales Career Path

* Position to be discontinued

Management
Customer Solutions
Sales Systems & Processes
Field Sales
TeleSales
Vertical & KAM

	Global Head Strategy & Performance	Global Manager SSC Sales + Marketing	Global Sales Project Support
Links to the programs are included here -->	GV-B	MV-O	MV-A
Business Objects Userguide Business Objects Web Intelligence CoreLOG Super User Training CoreLOG Tips and Tricks CoreLOG in CCL for Sea Logistics			
<div style="background-color: #0070c0; color: white; padding: 5px; font-weight: bold; font-size: 1.2em;">Sales Training Curriculum</div>			
CS - GCIM Online Training (for Sales)	beGCIM		X
CS - Supply Chain Design - Kick-Off			
Finance Introduction for Sales		X	X
Internal Tender Training for Sales			
Legal Training Customer Contracts		X	X

Sales Skill Matrix

KUEHNE+NAGEL 

Sales Function	Name
Career Level	Skill
Attribute Type	Index

Name: _____ Last Name: _____

The Sales Skill Matrix will be included in the ICCAT in order to find, test and determine the global PFE powers in Sales. It is based on the Career Path for the relevant Job Categories within Sales and should help to identify the ideal means for the individual development plan.

Skill Areas

Organisational	0,0	0,0	0,0
Problem Solving	Expected Average	Self Assessment	Use Manager
Sales	Expected Average	Self Assessment	Use Manager
Forwarding and Logistics	Expected Average	Self Assessment	Use Manager
Office	0,0	0,0	0,0
Communication	Expected Average	Self Assessment	Use Manager
Sales Management	Expected Average	Self Assessment	Use Manager

IDP recommendation*

1. _____
2. _____
3. _____
4. _____
5. _____

Sales Skill Matrix

Signature
Line Manager Signature
Employee

Lernprofile und Rollen



Global Sales Training | Key Account Manager


Welcome to Kuehne+Nagel!

As People say: "The first step is always the hardest". This course has been created to make things a little bit easier for you.

If you are a New Hire in Sales this is where you can find helpful webinars, seminars, online trainings and learning paths. We aligned the course with our New Hires Sales Curriculum and added some additional material to make sure afterwards you have good understanding what Kuehne and Nagel is about and what is our focus in Sales.



Course Progress: 0 of 46 activities complete

Your progress 

Welcome Key Account Manager Sales Journey!

To allow you to have a smooth journey to Kuehne+Nagel we designed this on boarding journey. This journey is supposed to give you an idea where to start and get an overall overview. You can tick the boxes yourself after finishing the course. The webinars are recorded and published on the particular course page if you scroll down a little bit.

Please be aware that these are just a few courses on Learning at KN from over 750 courses. We know that your free time is limited so that the layout of this course is a proposal to give you an idea what is important.

Ask your colleagues, managers and follow the [Global Sales Training community](#) to get more information on the courses and be always up-to-date.

This journey is based on the New Hire Sales Curriculum. To get more information on this topic - [Click here](#).

At the end of the journey we would appreciate a quick feedback whether you think this course helped you with your onboarding process or any suggestions what is missing or should be adjusted.

Instructions: Clicking on the section name will show / hide the section.

Learning objectives

- Guide employees week-by-week through the first 3 months of employment at KN
- Improve knowledge and skills

Target group

New Hires in Sales (KAMs)

Trainers



Global Sales Training | Key Account Manager



Regional/ National Key Account Manager (RV-Kx / ZV-Kx)

Purpose:

- Acts as the KN representative / CEO of the customer engagement across all offered services

Objective:

- Directly manages Key Account(s), in accordance with agreed targets, goals and based on company guidelines, understanding the customer organization and decision making process and customer needs and selling KN solutions and offer portfolio
- Conduct regular and structured review sessions with assigned customers including; process for continuous improvement and innovation, review of customer strategy and priorities as well as operational excellence delivery.
- Proactively identifies new opportunities for attractive value propositions to increase the share of wallet with assigned customer(s) to secure prosperous pipeline development and all-time accuracy of the CRM system
- Negotiates rates with customers in alignment with the BUs and ensures rate sheets are documented and maintained as needed by the BUs
- Monitors monthly performance (incl. DSO) against set targets, and ensures immediate actions taken in case of deviations (incl. timely / accurate reporting)
- Effectively hands over and transitions new business into operations to ensure that customer requirements and KN commitments are met.

Process Training

 Finance Introduction for Sales

Launch Course →

 Legal Training Customer Contracts

Launch Course →

 QSHE for Sales

Launch Course →

 Internal Tender Training for Sales

Launch Course →

Beispiel Sales Coaching

ICF zertifizierte Coaches

Sales Coaching für Manager

Prozess

Skill

Produkt



Was bringt uns das?



**17%
mehr
Geschäft**

**25%
weniger
Fluktuation
als im Vertrieb
üblich**

**Mehr und
qualifiziertere
Bewerber**

**Von trans-
aktionalen
Verkauf zur
strategischen
Partnerschaft**

**Zugang zu
C-Level
Stakeholdern**

**Zufriedenere
Kunden**

**Stärkung der
Marke**

Was kostet das?



Externer Vergleich:

Forbes:
100.000

USD für 25 Personen und
ein Training

Gabler:
ca. **1.500 - 2.000**

USD pro Training

ATD 2019 Report
on Sales Training:

2.326
USD pro Jahr

Internes Sales Training am Beispiel von Kuehne+Nagel

1.158 USD
p.P. und Jahr

21
Trainings p.P.

48h
p.P.

Inspire. Empower. Deliver.

