

PROVEN. STRATEGIC. RESULTS.

In lightning-fast markets, we accelerate growth ahead of the curve.

OUR SERVICES



Sales and Marketing Strategy

Create winning strategies that fire up the troops and boost your bottom line.



Consulting CEO Expertise

Accelerate your time to market with our established strategies and experienced team.



Sales/Management Training and Development

Fire up your team's performance from "satisfactory" to "super-star."



Growth-Funding Strategist

Guide and connect investors and entrepreneurs.



Needs Assessment

Drive demonstrable results on everything, from better needs analyses to customized training content.



Executive Coaching

Ignite your revenue growth with our proven experience and results.

OUR CLIENTS



To get started and learn how Catalyst Performance Advisors can help you, contact us:
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TRAINING STRATEGY: *Mobile Learning Solutions*

THE CLIENT

Senior Manager, Global Sales Education at a major technology firm.

CHALLENGE

Training large sales team on new product

ENGAGED BY

Vice President of Sales

SERVICES OFFERED

Video-Role Play Technology and Training

THE GOAL

Our client was seeking a novel method to accelerate learning within their 300+ person global sales organization to enable a successful new product launch.

PRE-CONDITIONS

The client was concerned that standard sales training approaches lacked the flexibility and impact to ensure sales and product training becomes a replicable skill in front of customers in the field. The client began to explore new methods of delivering training content through a mobile skill development platform. The client organization was considering combining the roll out with a “white-board” style selling approach with a proprietary video role-play system.

THE SOLUTION

Through our affiliate relationship with a supplier of video role-play technology, we were able to create a solution that provides tangible evidence of product knowledge and selling skill adoption. Sales people were sent role-play scenarios to be viewed on their tablet computer, along with a best practices example of the new product sales presentation process. Each individual sales professional viewed the scenarios and best practices examples multiple times until comfortable practicing the sales presentation while recording themselves doing the presentation. With this intuitive process, learners recorded themselves practicing their presentation up to 10 times before the hit the submit button to send to their manager/mentor for review and scoring. This process creates deliberate practice and video proof that the skill is indeed mastered. The mentor can review the video submission when their schedule permits and provides scoring through the system along with the capability of video feedback to the learner.

THE OUTCOME

The client has begun implementation of this state of the art training tool and is thrilled by the acceptance of the process by the sales organization and the quality of the skill adoption compared with prior sales training/product launch approaches. The program is in its initial launch phase and a strong return on investment is anticipated.