

Level 1 - Reaction Evaluation

ID	LIKERT QUESTION	1	2	3	4	5	Total	Average
494	The Instructor presented the course materials effectively, explained technical concepts clearly and answered questions satisfactorily.	0.0%	5.0%	9.0%	43.0%	43.0%	100.0%	4.25
19947	The presenter was knowledgeable and I gained insight.	3.0%	1.0%	5.0%	35.0%	55.0%	100.0%	4.39
19953	Today's session was interactive	2.0%	1.0%	3.0%	38.0%	56.0%	100.0%	4.43
518	The Student Guide helped in learning the material.	2.0%	4.0%	11.0%	49.0%	33.0%	100.0%	4.07
969	I would recommend the instructor who conducted this training course.	0.0%	2.0%	7.0%	38.0%	53.0%	100.0%	4.42
975	The classroom setup and overall learning facility were optimal to learn the material.	0.0%	2.0%	7.0%	60.0%	31.0%	100.0%	4.2
506	The instructor is thoroughly knowledgeable of the topics covered in the course.	0.0%	2.0%	2.0%	40.0%	56.0%	100.0%	4.49
585	The Lab exercises reinforced the material.	2.0%	2.0%	7.0%	56.0%	33.0%	100.0%	4.16
957	Overall, I was satisfied with this training and learning experience.	0.0%	2.0%	13.0%	56.0%	29.0%	100.0%	4.11
19935	The main topic of the session I attended was important.	3.0%	0.0%	7.0%	38.0%	51.0%	100.0%	4.32
19941	Today's session was valuable to my role in the Sales organization.	3.0%	3.0%	10.0%	38.0%	46.0%	100.0%	4.22

ID	TEXT ONLY QUESTION	RESPONSES
981	What did you like about this training course?	<ul style="list-style-type: none"> • Interesting thought concept • High energy. I really felt the understanding the customer and the type they are will helping diagnose the deal and understand where I need to put in more work. • Collaborative learning... • Loved the interaction and discussion as team. • I liked that it was interactive and not a sitting and learning exercise. • The interaction with my co-workers at my table. • Great reinforcement and great trainer. Good excercises along with the instruction. • Insightful • The interaction and the group exercise to work on both individually and as a team. • Always good to pick up tidbits of good selling practices to incorporate into day-to-day selling • The group setting to work on the case and profiles were great! And it was condensed to 1 day...excellent! • good content and concepts • Trigger vs Compelling Event vs Business Drivers discussion and exercises • New ways of looking at our sales process and strategy • socializing with my counterparts • The group exercises were effective • Interactive and collective participation. Good energy from instructor team. • Small group exercises • I do commonly mistake triggers as compelling events and do not always identify the right type of customer profiles. Presenter and team did a great job. • Great Content. Reinforced the book. • Enjoyed the different view on selling • Group interaction • Good content - very helpful to understand the different types of buyers • Provided good best practices around assessing the selling situation so that you can take the appropriate sets to improve the likeliness of closing the deal.

- Extremely useful profiles of customers. Material was very easy to correlate to current deals and prospects. Followed up by great ideas on how to deal with personality types.
 - Training material
 - Group activity's and participation helps reinforce the content
 - I like the challenger sales material and thought process
 - Different perspective on looking at opportunities
 - The course prompted me to think differently about how to classify and identify people to target in the organization. It also helped me to learn about how different people require different types of communication.
 - I like that it was consolidated to a one day class. It was fast paced with good exercises to reinforce what was taught
 - Helps us to rethink our strategies. SUCCESS BREEDS BAD HABITS.
 - Teaching me to put more time and thought into alignment with customer business drivers as well as identifying the mobilizers, talkers and blockers and how to effectively engage with them.
 - Great content and relevant sales training! Loved having sales execs and high performers in the same room!
 - there are always multiple dynamics involved in a deal.
 - I enjoyed the group activities
 - the activity with the table helped reinforce
- 982 What are your recommendations to improve this training course?
- -Break apart the class into verticals - SLED, Healthcare, etc -Material is very ambiguous...the entire class couldn't figure out the exercise -I like the ideas of combining the Challenger Sale but there could be a better way to understand what kind of customers they are good presenter but the content was just confusing...
 - I do find it helpful to discuss specific deals that pertain to the business. When my colleagues discuss specifics I can relate. I do like the case studies out of our industry to take the emotion out but then to bring it back and apply to real world/industry specifics.
 - Steak and lobster lunch.
 - Snacks?
 - Nothing, it was great.
 - None
 - It would be great to have copies of the slides, especially the various stakeholder descriptions.
 - Less focus on a "list" of types of customers and more focus on incorporating the best practices of selling and adding value towards the process.
 - Thought the interaction was great!
 - waaay to much for a 9:00-4:00. as CEB says, "you'll forget about 80% of this within a week unless you use the content. If only a day available, focus on slightly less content. otherwise, you'll get your check box for having taught everybody, but you sales org effectiveness will be unchanged.
 - Move more quickly thru Mobilizer Identification Tool and case study. Is better to talk about real deals.
 - Change the "Brake Light" to a "Check Engine" :) allow more time for final game.
 - Consolidate into half day, if possible.
 - More real world examples
 - I would like the examples and training activities to directly tie to deals. It would have been great to use a deal from each group to help improve and apply our approach directly to our business.
 - For So Cal, do it in OC (more central location).
 - No recommendations. Good class size!
 - More breaks
 - Continued reinforcement of materials.
 - Faster Pace
 - I would like to see real examples and I would also like to see this class expanded to the SEs.
 - I felt like the course was based on "academic" methodology vs. real world examples. The handouts were extremely detailed which made it hard to grasp with only a few mins to review each one before having to take action.
 - N/A
 - Great instructor, loved her enthusiasm and energy!
 - We should drill into more deals
- 19959 What part of the session worked best for you? Why?
- Stakeholder profiles was very useful.
 - Directly applicable to my conversations with customers.
 - Working in groups helps retain the info presented
 - The part with developing elevator pitches and handling objections was most beneficial because these are things that I come across every day.
 - The portion classifying Mobilizers, Blockers, and Talkers. It will better help me determine who within an organization will help move an opportunity forward.
 - I liked learning about overcoming "blockers"
 - Role playing because it helps me remember what I learned.
 - The blocker section of the training was the most insightful for myself personally. I would like to see a training in the future that has more management-to-employee role playing.
 - Role plays
 - The blocker engagement model and how to overcome blockers.
 - Talking about deal triggers and how to identify them
 - Dealing with stakeholders within customer orgs.
 - Discussing with my peers current deals and new ways to approach them
 - Being able to identify the Challenger customer worked best because it helps us as sales people to work around their respective traits

- I've previously read The Challenger Customer, so this training was very relevant and familiar. Nonetheless, the training and roleplay brought the concepts to life for me. Also, it emphasized that sales although an art can and must be addressed from a scientific and personality driven perspective to be effective.
- The interactive scenarios which greatly reinforced the principals.
- Blocker handling
- All aspects of the training/
- how to identify various buyer roles
- Hierarchy of Sales Messages, Insight & Commercial Insight
- Understanding the different personalities of the buyer and how to deal with their objections differently
- information relevant to our company, rather than general sales info
- All of it
- The reframing exercise of "A to B"
- The buyer profiles were extremely enlightening and how to tackle the blocker, in particular.
- Breaking down Status Quo
- Business value conversation.
- Teaching Pitch Exercise was a great way to think about the customers problems and practicing the reframe was fun
- Compelling Event/Eliminate Obstacles/Identifying the Blocker.
- The type of decision makers we work with and how to determine who they are
- Challenger sales model is very relevant for complex technically sales, which is what we definitely do. Using common sales language and concepts when account planning is key.
- All good
- Lisa was outstanding and challenged my thought and sales process process, enhancing our methodology and arsenal. Excellent.
- Group discussion
- the part where we talked about the stakeholders.
- Learning about Blocker engagement, Triggers, compelling events, and business drivers was insightful and help with my learning.
- I liked the interaction and the trainers are always helpful.
- I loved the buying characters. I think it is very valuable to spot what type of buyer you are dealing with to help gain more insight on your deal and how to approval it.
- When our teams got the opportunity to interact with each other and share ideas/perspectives
- I did take away a few points about customer viewpoint and insights towards the business process.
- The best part was when it ended. The training was inappropriate for my skill level and a frustrating use of time.
- role playing
- The worksheet that broke down a sales conversation because the directions were clear and I could take the process step by step as well as take the actual sheet away.
- love the team work. like how we could hear about all situations that others are dealing with day to day
- Tying business drivers to the value of the company and decision makers within the organization
- role playing, the interaction
- Role plays
- Interactive
- interactive session that made me pay attention
- Good take home material / folder
- Truly appreciated the deep dive into Customer Stakeholder Profiles. They mapped to existing prospect accounts that I am actively working.
- The card/ gamification was superb -
- Customer stakeholder profiles / blocker engagement guide. It provides insight into which people to focus on for a sale and how to navigate conversations with people that are less likely to help with a sale (or impede it).
- Knowing more about the challenger sales model because this reinforces the idea that we need to be confident and assure enough in our interaction with buyers.
- Identifying what could impede a deal vs. deal accelerators, how to manage "blocker" buyers, how to identify the various components surrounding a deal (compelling events, triggers, business drivers, people) and operate with the correct resources.
- Profiling - People are critical in the sales process, especially bigger deals
- Granularly breaking down the deals

Report Criteria

Training Title:	Business Focused Selling (All Modules)
Date From:	
Date To:	
Instructor:	None selected
Locator Number:	None selected
Session ID:	None selected
Question ID:	None selected
Level One Evaluation:	Yes
Level Two Evaluation:	No
Level Three Evaluation:	No