Sample Competency Uplifting Activation Plan:



Conducting better discovery dialogues with prospects.

POST-MEETING REINFORCEMENT ASSIGNMENT:

Seller to tailor discovery questions for an upcoming discovery meeting, rehearse with their sales manager and engage the prospect in discovery dialogue.

FINE-TUNING:

Recap between sales manager and marketing / sales enablement professionals to review what worked and what did not work between the skill growth and tools.

CONTINUOUS COACHING AND REINFORCEMENT:

Sales leaders should regularly check in with their sales force and reinforce the core competency.

Educate participants on leading discovery skills, equip the team with a library of discovery questions to serve as a model, and exercise the skill in combination with the tool through a discovery role-play.

INITIAL

MEETING

ACTIVITIES: