

Sample Knowledge Transfer Activation Plan



Knowledge-transfer focus:

Product launch (new buyer personas, new use cases and new value proposition).



Initial meeting activities:

Deploy new buyer persona insights and use cases, coupled with exercises to refine and test that knowledge.



Post-meeting reinforcement assignment:

Seller to craft a message to the new personas (e.g. prospecting email) or to share a new thought leadership resource (e.g. infographic, eBook) with the new personas at of existing client.



Fine-tuning:

Bring together sales leaders and the marketing / product teams to check in on the state of knowledge-transfer and opportunities for marketing / product professionals to improve the messaging and sales tools.



Continuous coaching and reinforcement:

Sales leaders should regularly check in with their sales force and reinforce the transfer of knowledge.