

What Changes In a Virtual Sales Training Initiative?

Many sales leaders want to move forward with sales initiatives, but are concerned about delivering them in a virtual environment. To make sure your teams are set up for success learning in a remote environment, you'll want to adjust a few key areas. This diagram breaks down how the sessions may change in a virtual setting.



In-Person Delivery

In-person trainings usually last only 1-2 days, making the engage, apply and practice sessions longer than a virtual set-up. The time to “use” the new concepts happens after reps return home.

1. **Introduce:** Minimal pre-work means sessions start with teaching new concepts
2. **Engage:** Facilitators ask questions and drive discussions to ensure content resonates with audience
3. **Apply:** Participants and facilitators discuss live deals to connect new concepts to real-life scenarios
4. **Practice:** Break participants into groups for role plays and exercises
5. **Use:** Reps put concepts to work immediately after traveling back to office

Virtual Delivery

Virtual trainings are typically spread out over a week, so the training sessions take place over multiple days. Reps focus on learning one concept in each morning session and are immediately able to put it to work that afternoon, while they prepare for the next day's session.

1. **Introduce:** Launch pre-work to ramp participants up on new concepts
2. **Engage:** Build on pre-work concepts, driving further discussion to expand knowledge of material
3. **Apply:** Participants and facilitators discuss live deals to connect new concepts to real-life scenarios
4. **Practice:** Use virtual breakout rooms for role plays and exercises
5. **Use:** Reps use concepts immediately to drive adoption of methodologies

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