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[intrAtrain](http://www.intratrain.com), ([www.intratrain.com](http://www.intratrain.com)) as a company, is 40 years old—but the solutions we can offer are designed for 2020 and beyond. We help our clients create custom customer solutions that are designed to...

- Detail product and services features and benefits and competitive advantages
- Develop internal employee and external target audience knowledge and skills
- Grow Sales and Income
- Improve Customer Satisfaction and Loyalty
- Reduce Safety Risk

Some of our client solutions include...

- Developing training, videos, and educational resources (of all lengths and styles)
- Deploying platforms for hosting, delivering, testing, documentation, and engagement of training resources
- Providing a complete library of safety and soft skills courses for delivery online and in the classroom
- Implementing inspectiTRAC, a nimble, yet powerful tool designed to manage safety and to simplify and streamline your inspections, audits, and observations.

Be sure to check out more about how intRAtrain can help with your training development, delivery, and documentation needs at <http://www.intratrain.com/CustomDesign.html> or visit our websites at

- [www.intratrain.com](http://www.intratrain.com)
- [www.inspectitrac.com](http://www.inspectitrac.com)

If you would like to schedule a meeting, please call, email or connect with Jerry using Calendly.

[https://calendly.com/jerry\\_intratrain](https://calendly.com/jerry_intratrain)

One of the ways we help organization in the agriculture/retail ag space is with our Aligning Your Ag Business process and philosophy. This program is designed to answer the question "How do we structure and position our ag business model, sales model, and sales positions to align with the needs and expectations of growers who are expanding, while continuing to maintain strong relationships with our current customers who are primarily traditional farmers?"

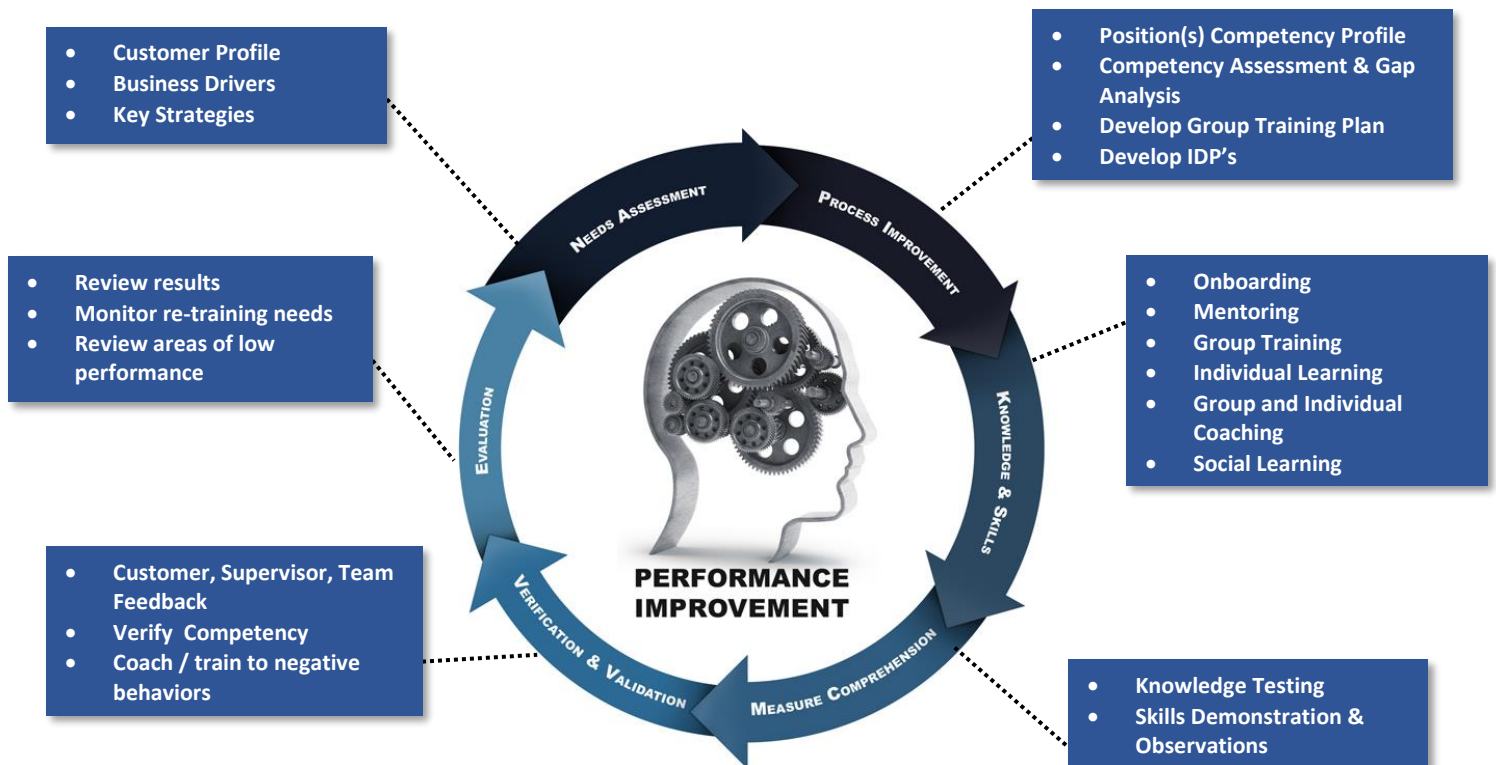
Check out more about the program below!

# Ag Sale Talent Development System (Align Your Ag Business)

**Goal:** Customize and Implement a complete Sales Talent Development process to achieve:

- Common Sales Process and Language
- Sustainable Sales Behaviors that are ingrained into the Sales Team Culture
- Increased Sales Performance – Leading (behaviors) & Lagging (sales results) Indicators

The performance improvement process evaluates many aspects including those below. The evaluation and implementation of appropriate components helps lead to measurable improvement in results.



**Results:** What gets measured gets done:

- Sales results
- Lead (behaviors) Indicators that connect to Lag (sales results) Indicators
- Higher team Engagement/Retention

## Sample Development Process (Sales Team Example)

\*The following detailed process is not representative of all potential parts of a talent development system for a sales team. It is an example of possible solution.

**Stage 1:** Segment Sales Team

**Stage 2:** Sales Team Audits: Skills Assessment & Customer Survey – repeat periodically

**Stage 3:** Training – Levels 1, 2, 3: delivered over two to three years

**Stage 4:** Coaching

**Stage 5:** Individual Development Plans: 1<sup>st</sup> 12 months and annually

**Stage 6:** Manage the Plans

**Stage 7:** Sales Team Observations and Score-Carding – repeat periodically

**Stage 1: Segment Sales Team:** The goal of this phase is to establish a big picture view of the different segments of the sales team and determine what makes sense for training & development. Sales team can be sorted in several different categories:

- Time of Service:
  - New = 0-2 years
  - Middle =2-10 years
  - Experienced = 10 + years
- Inside vs outside sales
- Product / Customer Segment/ Market
- Geography
- Skill level
- Strengths/Weaknesses

**Stage 2: Sales Audits: Skills Assessment & Customer Survey:** This phase is designed to establish a subjective and an objective evaluation on where each salesperson is in their selling personality, knowledge and motivation. With a combination of assessment tools, we will establish a profile and baseline for the various segments of the team. Sales Audit process needs to be repeated periodically.

- DISC
- Sales Max
- Customer Survey
- Sales Skills Assessment
- Interview with salesperson
- Interview with sales manager

**Stage 3: Training:** learning will happen via different methods and at different times. Often time training is designed for the salesperson as a blended learning process that includes pre and post workshop learning, classroom facilitation followed by practice, reinforcement and coaching. The classroom facilitation can be accommodated as one session, separate training days or multiple onsite and/or virtual class sessions.

A possible training flow with other components included is illustrated below.



Regardless of components it is important to ensure that the training is designed to meet the needs of the students. That includes evaluating and considering the elements illustrated below.



**Stage 4: Coaching:** Coaching and reinforcement are used to help ensure ongoing focus and to extend the behavior. This helps ensure that performance change is achieved. Coaching sessions can be designed for flexibility. Individual or small-group are options as well as in-person and virtual. Coaching is important both after the initial training and during the 12-month development plan period.

**Stage 5: Individual Development Plans:** For each salesperson, they will be engaged to develop one-year and three-year training plans to expand on their strengths and minimize their weaknesses.

**Components can include:**

- Sales Plan development — This involves consulting with the sales manager, the salesperson and reviewing their results of Sales Max and/or Sales Skills 360 Assessment. This process may require several steps to get the Individual Development Plan (IDP) designed to be an effective tool for the sales person and sales manager to use.
- Online learning modules.
- Classroom or virtual classroom instruction with role-playing on the sales process.
- Facebook page access to share experiences and ideas with other participants.
- Coaching: coaching consists of multiple: four (4) to eight (8) web meetings or phone call discussions that can be spread over a 3-6-month window depending on the salesperson's schedule.
- Ride-Along Coaching

**Stage 6: Manage the Program:** This phase is critical to maintaining the momentum and produce a return on investment (ROI) from the time and cost of the training. It involves monitoring the status of the individual plans, reinforcing the program into the culture of the organization and measuring the effectiveness of the plan to improve the team's results. It's part monitoring and part ROI.

**Components will include:**

- Learning Management System (LMS)
- Individual Development Plans (IDP's, tracking, reporting, communication)
- Follow up post training
- Connect the team to resources for their development
- Work with Sales Manager to advise on program

**Stage 7: Sales Team Observations and Score-Carding:**

- Sales Team Observations – sales competency' based behaviors evaluation and scoring.
- Score-Carding Tool: tool will be used for measuring performance using "behavior statements", positive and negative, to objectively evaluate salespeople on critical competencies.
- Tool would be used for giving coaching feedback and for tracking and reporting (Leading Indicators) performance against the standards and goals established by the senior leaders of your company.