



Improve the skills of your sales professionals



Sales KnowledgeCenter™ Portal

Tools & Resources

Reference Area

Practice Zone

Featured Topic

Learning Roadmaps

External Links

Business Impact and Challenge Series

In today's fast paced corporate environment, it is not enough to provide a breadth of learning resources to improve the skills of your professional sales force. Time is too valuable and resources are stretched too thin. Your sales force is your single biggest investment and it is imperative that your team gets the information it requires in a way that matches the urgency of the need.

SkillSoft's Sales KnowledgeCenter enables hands on learning, providing more than courses and books—it introduces an array of resources designed and chosen to challenge and motivate every learner on your team.

This one stop portal allows learners to access a diverse array of information, including articles, courses and online books specifically chosen by experts to facilitate learning regardless of skill level. Additionally, the Sales KnowledgeCenter includes hands-on SkillSims™, useful job aids and SkillBriefs for your sales professionals to learn and use sales skills in a real-world environment. The Sales KnowledgeCenter provides resources for:

- Core sales skills
- Executive level and strategic sales skills
- Sales and sales management skills

A Focus On Performance

What is a KnowledgeCenter?

A SkillSoft KnowledgeCenter is a single, focused interface where your sales professionals can receive instant and ongoing skill development and performance support. The KnowledgeCenter offers a breadth of targeted learning resources including formal learning paths; informal, on-the-job learning; and a range of other resources. These tools and resources are carefully selected by SkillSoft subject matter experts and presented in a user-friendly environment that allows your learner instant access to trusted content.

Reference Area

The Reference Area of the Sales KnowledgeCenter includes:

- View selected or all Books24x7® titles that pertain to sales
- Search & Learn access to all assets in the KnowledgeCenter

Practice Zone

The Practice Zone of the Sales KnowledgeCenter has rich simulations where users can put their skills to the test in real-world scenarios using our hands-on simulations. Each simulation focuses on different aspects of the applicable subject matter.

The screenshot shows the 'Strategic Account Sales Roadmap' page. At the top is the SkillSoft logo and a navigation bar with links: Home | Business Impact Series | Challenge Series | Practice Zone | Roadmaps | Support | About | Log Out. Below the navigation is a blue header with the title 'Strategic Account Sales Roadmap'. A paragraph of text follows: 'Complete each course in the recommended order to create a comprehensive learning experience. Alternatively you can intersperse coursework with targeted reading or complete the courses and refer to the reading list afterwards.' Below this is a 'Learning Path' section with a downward arrow icon and a list of courses: 'The Strategic Account Sales Approach', 'Understanding Your Customer', 'Conducting Effective Sales Research Meetings', 'Working with Your Customer's Key Players', 'Delivering High-impact Sales Presentations', and 'Strategic Account Sales Skills Simulation'. At the bottom is a 'Related Material' section with a link: 'How Winners Sell: 21 Proven Strategies to Outsell Your Competition and Win the Big Sale'.

The Sales KnowledgeCenter includes a variety of resources for sales professionals from field reps to senior managers.

The screenshot shows the 'Roadmaps' page. At the top is the SkillSoft logo and a navigation bar with links: Home | Business Impact Series | Challenge Series | Practice Zone | Roadmaps | Support | About | Log Out. Below the navigation is a paragraph of text: 'Whether you are new to sales, work in a specific sales role or management capacity, or specialize in executive-level or strategic sales, there's a structured learning roadmap specially designed to meet your needs. To access a roadmap and get straight to your training program, select a link in one of the three collections below.' Below this are three columns, each with a title, a downward arrow icon, a photo of sales professionals, and a list of topics. The first column is titled 'To learn the core skills required by all sales professionals, start here' and lists topics like 'Professional Selling in the Knowledge Economy', 'Use the Sales Manufacturing® model to build an effective sales machine capable of producing predictable, scalable results.', 'Manufacturing a Successful Sales Model', 'Sales professionals also need to be professional communicators - cultivate skills to ensure you're always closing.', 'Effective Communication in Sales', 'Ensure you get the greatest return for your efforts by quantifying sales plans and using a time management model.', and 'Developing a Sales Plan for Success'. The second column is titled 'To learn specific sales and sales management skills, start here' and lists topics like 'Inside Sales', 'Use the intuitive field sales method to maximize your sales by making customers view you as a valuable consultant rather than just another vendor.', 'Field Sales', 'Learn how to use customer-focused research meetings, gain access to key personnel, and deliver high-impact territorial account sales presentations.', 'Territorial Account Sales', and 'Get the management skills crucial to successfully building, motivating, and maintaining winning sales teams.' The third column is titled 'To learn executive-level and strategic sales skills, start here' and lists topics like 'Selling high-value contracts in a competitive - find to learn executive-level and plan progress through a complex sale, and present and negotiate successfully at the executive level.', 'Selling at the Executive Level', 'The strategic account sales approach is based on research-driven selling and structured account-management processes - implement this approach to enjoy continued success with your most valued clients.', and 'Strategic Account Sales'.



SEARCH & LEARN™

Find

Category

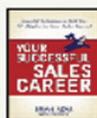
All

GO

Selected Books



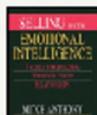
Fundamentals of Sales Management for the Newly Appointed Sales Manager
AMACOM



Your Successful Sales Career
AMACOM



Managing Customer Relationships: A Strategic Framework
John Wiley & Sons



Selling with Emotional Intelligence: 5 Skills for Building Stronger Client Relationships
Kaplan Professional

[View All Selected Books](#)

Job Aids

Access convenient resources designed to help you increase job performance.

- [Communicating with Empathy](#)
- [Decision-making Process](#)
- [Resolving Team Conflict](#)

Featured Topic

Customer Perceptions of Value

Industry Articles and Links



- [Understanding Customer Value](#)
- [Understanding and Managing Customer Perception](#)
- [10 Tips for Differentiating Customer Experiences](#)

Course Spotlight

Use SkillSoft training to learn how understanding customers' perception of your value helps you develop a strategic account sales approach.

[The Strategic Account Sales Approach](#)

Monthly Challenge

You're using a strategic account sales approach to help improve customer relations. See if you can identify which of the four perceptions of value customers have in some different scenarios.

[Take the challenge >>](#)

Featured Topic Archive

Looking for a recent Featured Topic? You can access the last three in the Featured Topic Archive.

[Access the archive >>](#)

Business Impact Series



Want to know how to sell to key players? Need to find out how to really listen to your customers? SkillSoft's Business Impact Series products use engaging, innovative video techniques to analyze issues such as these, dramatizing core elements and delivering practical solutions.

Challenge Series



Challenge Series products are designed to enhance your solution-analysis and decision-making skills. Use these media-rich, interactive case studies to practice solving critical

Learning Roadmaps



Use targeted skills-improvement roadmaps to enhance your sales skills and achieve your training goals

SkillBriefs

Learn about key sales topics quickly using these helpful guides.

- [Inbound versus Outbound Calls](#)
- [Making Your Point](#)
- [Determining Your Value as a Sales Professional](#)

Related Resources

- [National Association of Sales Professionals](#)
- [Business.com - Sales](#)
- [Sales & Marketing Executives International \(SMEI\)](#)



Targeted Training Resources

Featured Topic

- **Suggested Reading**—Recommended reading on topics related to sales
- **Course Spotlight**—Spotlight on a specific instructional topic within sales
- **Challenge**—Access to an exercise designed to test skills learned and get feedback from an expert about your solution

Learning Roadmaps

Learning roadmaps are designed for quick access to the learning resources most relevant to sales professionals, specifically those learning the core skills, those learning sales and sales management skills and those learning executive level and strategic sales skills. Maps include a variety of learning resources including courses, SkillSims, books, and other assets.

External Links

Links to several external information resources and relevant Web sites such as the National Association of Sales Professionals, Business.com, Sales and Marketing Executives International (SMEI), and Sales and Marketing Management.

Business Impact and Challenge Series

KnowledgeCenters include two rich, interactive learning resources, Business Impact Series and Challenge Series.

SkillSoft's Business Impact Series is a set of concise, scenario based vignettes created with the learner in mind. Designed to engage the learner in rich content, including video and Flash, they provide key takeaways as well as Web links for additional information, books suggestions from the Books24x7 collection and more.

SkillSoft's Challenge Series is an interactive case study focused on problem discovery and analysis that challenges learners to consider and balance multiple solutions. It is engaging with rich content, including interactive video and Flash.

A solution for everyone

KnowledgeCenters enable users to access the most accurate learning asset to meet their most pressing need. To find out how SkillSoft's Sales KnowledgeCenter can help educate and train your sales staff, please contact your SkillSoft Account Team.

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