

# SALES TRAINING CHEAT SHEET



**MindTickle is committed to helping sales leaders everywhere prepare, train, and enable their sales reps to book more meetings, close more deals, and hit their numbers faster.**

That's why we created this Sales Training Cheat Sheet to share what we've learned in our decade of experience, and highlight some of the very best training ideas to keep your BDRs and AEs engaged and hitting their quotas!

 **Win/Loss Reports**  
Incorporate win/loss reports as a valuable piece of just-in-time learning before reps take meetings with similar-profile buyers so they can learn from past successes and mistakes.

 **Industry News & Trends**  
Embed short, digestible industry news and research into your training materials and quiz your reps on knowledge retention to help ensure they can speak your buyers' language and show that they know what the industry cares about.

 **Objection Handling**  
Use role playing and video learning to help your reps watch, prepare for, and practice responding to common objections their peers face and overcome every day.

 **Sales Process**  
Break your complex sales process down into micro-learning lessons to make it easier to understand and master. Highlight how each stage should be managed, including ways to accelerate the sales cycle and potential roadblocks reps may encounter.

 **Assessments and Certifications**  
Quizzes, simulated meetings, and manager observation are great ways to ensure

your reps aren't just consuming your training materials, but actually retaining and benefiting from them. Develop certifications to reward your sellers and allow them to further develop their selling skills.

 **Role Playing**  
There's no substitute for real meetings, but role playing exercises are an important practice and assessment tool that allow reps to hone essential job skills and build confidence. Work with sellers to practice pitch presentations, writing emails, product demo/walkthroughs, and more so they are prepared for their prospect interactions.

 **Peer Learning**  
Work with your veteran sales reps to share what they've learned from years of experience. Include quick, topic-specific "Veteran Tips" as micro-learning to help your new or junior reps perform like your best ones.

 **Competitor Knowledge**  
Competitive intelligence is a critical piece of most sales cycles and often a top concern for sales teams. Provide weekly or monthly competitor digests that enable sales reps with actionable insights to win more deals and drive business impact.