



On the Twelfth Day of Christmas ...



12 Ways of Blending Your Learning For The Festive Period ...

- On the first day of Christmas we ran a 1 day **workshop** themed around 'Mission Impossible', designed to develop a new key account strategy for the coming year.
- On the second day of Christmas in support of the above workshop a 2 stage 'Mission Impossible' **sales development extranet** was designed to both support the sales incentive system and to also capture best practice key account initiatives.
- On the third day of Christmas we organised 3 themed **coaching days** that provided focused support in the field on the key stages of the new sales process.
- On the fourth day of Christmas we developed 4 downloadable **Acrobat workbooks** designed to test product knowledge. By entering the answers on the sales extranet the sales person could see how they rank against the rest of the team.
- On the fifth day of Christmas we designed a 5 stage **sales game** that allowed the sales team to compete with each other to see who had developed the best negotiation skills.
- On the sixth day of Christmas we captured best practice negotiation role plays on 6 **audio tapes/CDs** designed to be played in the car between sales meetings.
- On the seventh day of Christmas we recorded 7 **video case studies** to be played in the monthly sales meetings, designed to capture the imagination and develop new sales skills.
- On the eighth day of Christmas we printed 8 '**Memory Jogger**' credit card sized laminated inserts, designed to be used in meetings to remind the sales person of the key stages in the key account sales process.
- On the ninth day of Christmas we developed 9 short ten-minute JIT (Just In Time) sales techniques **e-learning applications** that were then loaded on the sales teams PDA's and the sales development extranet.
- On the tenth day of Christmas we sent a **text** message to our sales team's mobiles with 10 hints and tips on better negotiation.
- On the eleventh day of Christmas to help with account penetration, we designed 11 '**Top Trumps**' cards for all our main competitors ranking them by their strengths and weaknesses.
- On the twelfth day of Christmas we found we had developed an integrated **blended learning strategy** for our sales team.

To find out more regarding our unique approaches to blending your learning resources read what we have to say about [E-learning](#).

Happy Christmas!

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