

# Mentor Productivity Accelerator

Please select your channel



Sales Skills Channel



Insights Channel



Methodology Channel



Product Channel



Coaching Channel



Tools Channel

Powered by mentor



Home



Messages



Practice



Links

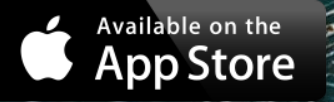


Scores



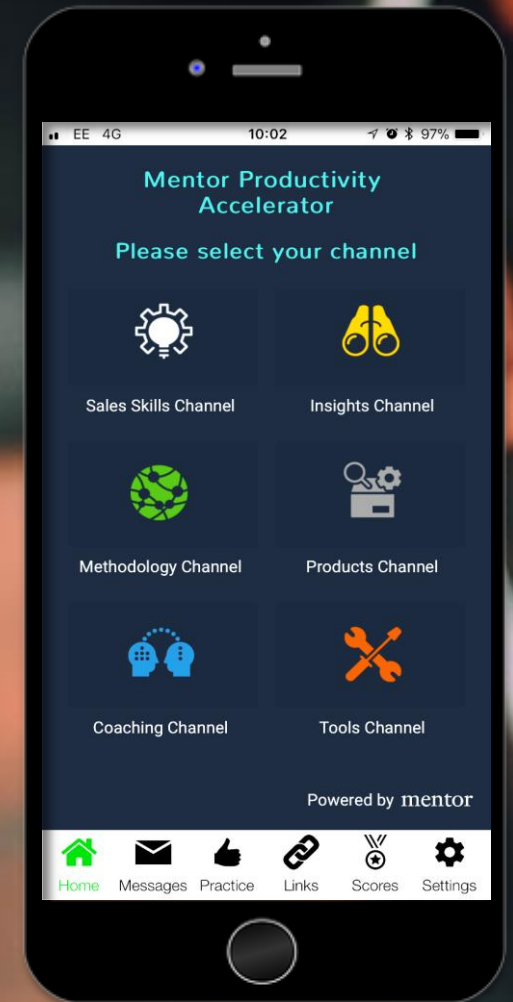
Settings

## INTRODUCING THE MENTOR PRODUCTIVITY ACCELERATOR APP



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# Mentor Productivity Accelerator App

“No other tool offers the ‘strength in depth and breadth’ of the MPA to influence subscriber productivity through user-targeted distribution of sales critical content, market insight, the facility to test those skills and to share winning behavior within a discrete community”

# 6 Imperatives That Drive Business Performance & EBITDA Growth

1



**Stay on target.** Develop a sales system that matches the right offer at the right time to the target segment and delights customers based on a deep understanding of their priorities.

2



**Know customer value and values.** Enable your front line to understand a customer's value to the firm's growth and profitability, as well as the customer's decision dynamics.

3



**Re-imagine the channel mix.** Invest in low and high-touch channels to match sales capacity with opportunity and customer preference, then double down on self-service digital channels to help customers help themselves, earning loyalty and a high ROI.

4



**Align resources across marketing and sales.** Seamlessly integrate marketing priorities with sales channel mix and capacity. Rethink where marketing ends and sales begins, as buying processes begin earlier than ever.

5



**Raise the bar on talent.** To build the next generation of sellers, elevate expectations and strengthen capabilities. Recruit people with relevant expertise, and train sellers to make the most of their time with customers.

6



**Get the wiring right to unlock sales capacity.** To reinforce new behaviors and track effectiveness, invest in data and analytics, system linkages, compensation and tools.

**With the right approach to integrating these imperatives, companies have realized EBITDA growth of 20% to 25%**

# The Reality Of Enterprise Sales Impacting Productivity Per Head

45.5% is the average salesperson's forecast accuracy  
(CSO Insights)

60% of companies, do not consistently align offers to target customer segments  
(Bain)

Knowledge Workers only have 1% (24 minutes) of working week to focus on training & development  
(Bersin By Deloitte)

B2B buyers are typically 57% on the way to a buying decision before actively engaging with sales  
(CEB)

Only 38% of workers say they have the opportunity to learn in the workplace  
(Deloitte)

48% of global workforce is mobile, meaning it's harder for companies to develop workers at source  
(Bersin By Deloitte)

Only 37% of a sales professional's time is spent on selling activities  
(CEB)

Only 40% of sales reps have a strong understanding of their companies differentiation  
(Bain)

Only 3% of companies are getting sales professionals to target in 1st year  
(Qvidian)

## Which Additively Impact Business Performance & EBITDA

Longer Sales Cycles

Protracted Lead To Cash Time

Lower Conversion Rates

Less Customer Facetime

Lower \$ Yield

'Lower EBITDA'

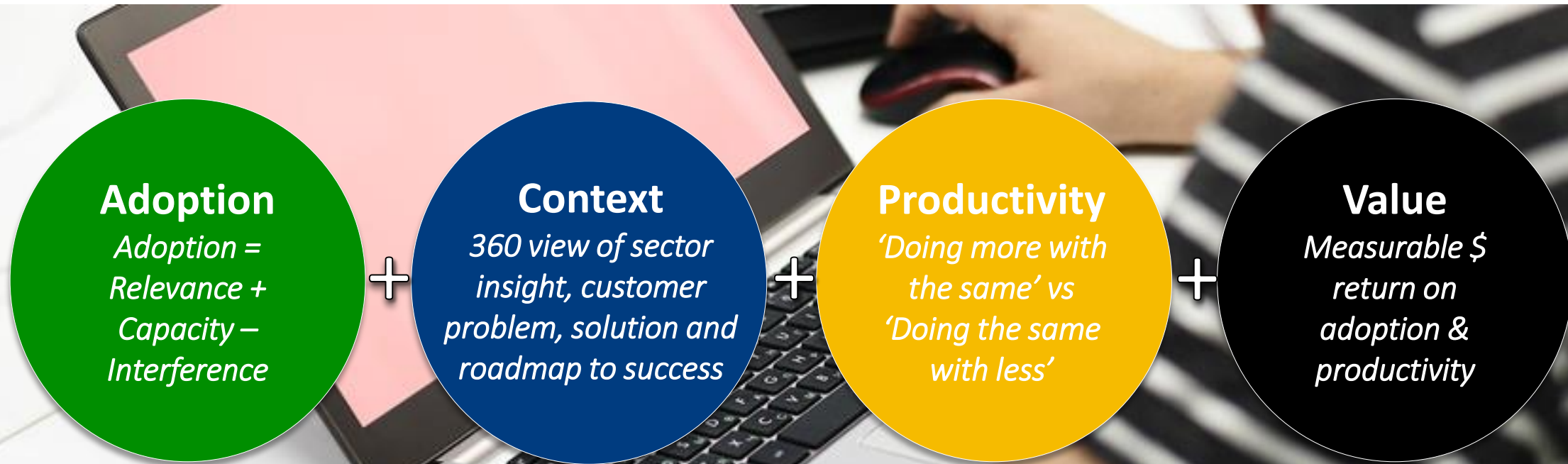
Pipelines Are Not Clean, Healthy Or Sufficient

Eroded Margins

Forecast Accuracy Is Weak

Selling On Commodity Not Value

# Success Factors In Driving Business Performance Through Technology

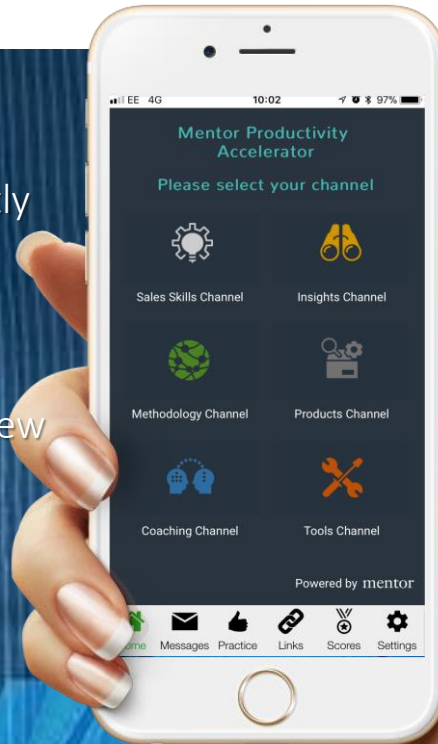


$$\text{\$ Yield/EBITDA} = \text{Adoption} + \text{Context} + \text{Productivity} + \text{Value}$$

# Mentor Productivity Accelerator (MPA) App

## MPA Overview:

- Delivers videos, audio, images and documents directly into the hands of your sellers
- 6 core channels to drive content consumption, enablement & adoption
- Full content management system allows upload of new content anytime
- Content delivery tailored to geography, role or need
- In-app 'Message Hub' allows you to communicate directly to your sales community, by role or location
- Practice Center provides the capability to assess and accredit straight from the app
- Customisable by channel and number of channels
- Linked to client company LMS & CRM for performance/consumption measurement and MI, by user/subscriber
- Fully secure and password protected



## Client Use Cases Include:

- Onboarding/pre-boarding
- Pre/post course content and materials
- Continuous/spaced learning
- Sales & sector insight, aggregation & understanding
- Sales methodology execution
- Company & cohort messages
- In the moment coaching
- Sales playbooks
- Product knowledge distribution
- New product launches
- Compliance
- Accreditation & rehearsal
- Gamification

# Mentor Productivity Accelerator: 6 Core Channels

## The Sales Skills Channel

- Gives your team critical coaching on hard and soft selling skills
- Adaptable to any sales skill & capability
- Content can be delivered based upon sales role (E.g. different content for sales managers and sales people)
- Capable of delivering video, audio, images or PDFs

**Critical sales skills in the palm of your hand,  
on demand**

## The Coaching Channel

- Provides best practice videos of coaching in the customers' context
- Promotes supporting materials. E.g. coaching questions and coaching models
- Can adapt to any coaching model

**Best practice videos and critical 'how to' content**

## Insights Channel

- Designed to deliver powerful insights on critical sector & buying center issues, to enabling your team to have smarter conversations with stakeholders that create real value
- Key Sector Insights x 10 (Health, Pharma, IT, Cyber Sec, Retail, Finance, Telecoms, Oil & Gas, Government, education)
- Insight include:
  - Key KPIs by buying-center stakeholders
  - Key sector challenges (macro & micro)
  - Key market business drivers

**Up-to-the-minute sector/buying center insights**

## Methodology Channel

- Bring consistency to your teams by allowing access to your sales methodologies and processes anytime, anywhere
- Reinforce enablement programs with the content salespeople need to maximize productivity
- Deliver up to the minute changes via the content management systems to ensure everyone has the latest versions of most effective sales processes & tools

**The most up to date methodology to improve sales  
productivity and drive consistency**

## Tools Channel

- Get new or existing sales tools into the hands of the sellers to drive up usage & adoption
- Ensure consistency and version control
- Deploy in minutes not days
- Link to sales methodology & process
- Links to your CRM and legacy systems

**Critical sales tools directly to the hands of those who  
use them**

## Product Channel

- Distribute your latest product information and details to your sales teams in minutes not days
- Accelerates product launches or updates
- Ensures your teams are always up to date and able to provide your salespeople, clients and channel partners new solutions
- Deliver video, audio, images or PDFs

**'Live' product knowledge in minutes not days**

# MPA App Interactive Community

## The Message Hub



- Send messages directly to your sellers, that don't get caught up in the noise of other emails or messages
- Communicate with individuals & groups, by role or locations
- 100% secure and private

**Cut through the noise and communicate directly to your sellers**

## The Practice Area: Rehearsal & Accreditation



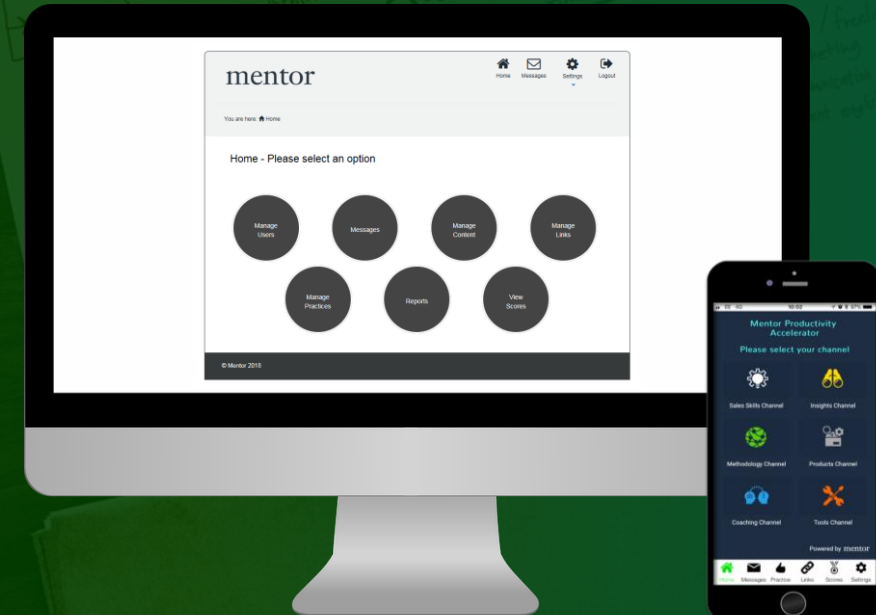
- Allows you to assess knowledge and reinforce learning through scheduled questions delivered on a regular basis
- Gives you the ability to accredit sellers on new tools, methodology or even product
- Can help drive compliance and regulatory reporting requirements for your community
- Can be connected to your LMS and existing technologies

**Don't let your sellers practice on your customers**

# MPA App Management Console

The MPA Management Console enables full configuration control in-house and several levels of customisation, including:

- Activating users/subscriptions
- Uploading and distributing content (select who can and cannot see it by role relevance/location)
- Sending & receiving messages to and from all users
- Managing question assignments, learning initiatives, practice session and leader boards
- Run a range of reports to measure user compliance, adoption and content consumption statistics



# FAQs

## How does a subscriber download the app?

The app is available on both Apple and Google Play stores. We can also distribute privately if required. Password access is required

## How secure is the solution?

All servers are behind enterprise quality firewalls in secure data centers, whilst the data is transferred using 256bit encryption

## How many subscribers can the MPA support?

We have built the app to support up to 100,000 concurrent users

## Does it work offline?

Yes, users can download the films, audio files and PDFs they want to view offline

## What can we customize?

We are able to change the look and feel of the player, the names of the channels and of course the content available

## How many pieces of content can we have per channel?

As many as required. We suggest a maximum of 50 to maintain the best user experience

## How do we add/remove users?

You are given access to a management console where you have total control over adding or removing subscribers

## What devices does it work on?

It will work on all iOS and Android devices, including mobiles and tablets and a browser version for desktops

## Where is my content hosted?

All content is hosted on secure dedicated servers per client, ensuring 100% confidentiality

# The MPA App Is A Subscription Based Product From Mentor Group Ltd



68

Active Markets



25

Languages

Driving Sales Productivity & Business Performance For Our Clients Across The Globe



vodafone



[www.mentorgroup.co.uk](http://www.mentorgroup.co.uk)

# Mentor Group

## WHO

We are a sales performance consultancy influencing productivity per capita, performance and ultimately EBITDA.

## HOW

We do this by pulling on 3 key levers: Technology, Process and People.

## WHAT

### Technology



- Analytics & Dashboards
- KPI measurement and performance metrics
- Predictive trending & intervention analysis
- Maximising legacy system impact and integration
- CRM/LMS linkage and adoption
- Enablement and content distribution technology
- MPA (Mentor Productivity Accelerator) App

### Process



- Sales process blueprint and methodology
- Sales tools development/integration
- Value hypotheses and value creation
- Account planning
- Opportunity roadmaps
- Buyer mapping
- Relationship mapping
- Reverse close plans
- 3D Demand generation & conversion

### People



- Leadership effectiveness
- Leadership principles
- Sales leadership, coaching and development
- Organizational impact and effectiveness
- High performance team development
- C-suite communication
- Negotiation and influencing
- Value proposition creation

To find out more about how the Mentor Productivity Accelerator  
can help drive your sales performance,  
get in touch with us at: [hello@mentorgroup.co.uk](mailto:hello@mentorgroup.co.uk)  
or call Chris Norton or Giles Horton on +44 (0)1442 849999



mentor

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MPA App film



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