



Corporate Traveller Program Manager- Sales Readiness

Role Details

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| Job Title: | Program Manager- Sales Readiness (US + Canada) | Date: | May 31 2022 |
| Region | US and Canada | | |
| Reports To: | Senior Director of Enablement | Agreed By: | |
| | | Version: | V1 |

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| Job Purpose: | The Program Manager- Sales Readiness will be responsible to train, educate and engage sales staff (SDR's and AE's) from onboarding and on a periodic basis to ensure alignment with CT selling processes & objectives, and to increase sales results by providing the fundamental skills needed to succeed (i.e., buyer acumen, service offering, product, sales enablement tools). |
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Accountabilities

| Accountabilities | Weighting | Objectives | Performance Measures |
|----------------------------|-----------|--|---|
| Onboarding | 40% | Decrease ramp up time and increase productivity of new hires | New hire ramp time Time to PB New Hire Surveys |
| Program Management* | 30% | Design simple, scalable, and standardized training programs. Partner closely with Sales and Enablement to ensure alignment and consistency in how we train and support our sales organization in US and Canada. Design and manage program in LMS | Stakeholder Feedback LMS Ease of Use |
| Development and Engagement | 30% | Consistently develop sales reps into top performers ensuring they stay and grow | Sales team performance & productivity Turnover rate Job satisfaction surveys BOF |

* Time required on program management may be higher at beginning to complete initial configuration and set up of LMS

| Person Profile | |
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| Key Competencies | |
| Skills & Capabilities | Description |
| Communication and presentation skills | Strong communication and facilitation skills, both verbal and written. Ability to engage and tailor communications to a diverse audience |
| Training | Understanding of learning principles and ability to apply them in a dynamic learning environment both in-person and virtually |
| Business Acumen | Strong knowledge of buyer acumen and sales processes |
| Virtual Sales | Understands and knows how to effectively sell in a virtual work environment |
| Technical Acumen | Ability to quickly understand technical concepts and explain them to audiences of varying technical expertise |
| Stakeholder Engagement | Strong ability to interact and influence effectively with sales professionals and sales management. |
| Agility | Ability to work in a high paced unpredictable environment. Willingness to adapt and think outside the box in response to changing circumstances |
| Resilience | Approaches work with vigor and determination, possess the ability to learn quickly and to thrive within a fast-paced environment. |
| Responsibilities | |
| Responsibilities | Description |
| Program Management | Own the delivery of sales training for US and Canada, effectively managing training resources, and improving the effectiveness of the training content in LMS. Partner closely with senior leadership to identify, prioritize and address learning needs in alignment with sales objectives |
| Onboarding | Own end-to-end onboarding cycle for AE's and SDR's, including in-person activities and online learning |
| Ongoing Development Program | Promote and facilitate the execution and delivery of quarterly development programs |
| Skills Gaps Analyses | Work closely with our sales team to identify and assess training needs. Use sales tools and metrics (Salesforce, Outreach, Highspot, Gong) to determine areas for improvement, additional training, and coaching opportunities |
| Training Curriculum | Design, administer and maintain content in Highspot LMS. Optimize efficiency and implement interactive and ongoing skill validation |
| Product Training | Collaborate with Sales enablement, Product and Product Marketing to deliver relevant and up to date product training |
| Report on Impact of training programs | Measure training progress, effectiveness and adjust curriculum as needed |
| Collaboration | Consult and collaborate regularly with sales team. Actively participate in sales meetings to understand buyer/seller needs and changes in the marketplace. Build credibility through knowledge-based interactions and a consultative approach |
| Pre-Onboarding | Partner with HR and IT Support to create seamless process from pre-onboarding to onboarding |
| Qualifications & Prior Experience | |
| Minimum 5 years' experience in a B2B senior business development role | Essential |
| 2+ years' experience as a sales trainer or similar role | Essential |
| Hands-on experience with e-learning platforms | Preferred |
| Travel Industry Knowledge | Preferred |