



Sales June Embed Leader Toolkit

Introduction

Welcome to your Timetolearn Embed Leader Toolkit.

Your timetolearn session is over but that doesn't mean the learning stops. As a leader, you'll continue to support your team, and this toolkit is designed to help you.

The toolkit contains activities and coaching questions that'll support you to embed this month's topics with your team.

How to use it

Remember to revisit any action points and use your teams' learning check scores, to help you identify any areas for development.

- Decide if it's a team or individual session
- Choose the topic you want to embed and select an activity
- You can adapt any of the activities to suit your team and their role

Remember you can contact Faye Smith, TTL Learning Specialist, for any further support

Let's chat

To start have a 5-minute chat with your team to reflect on what they've learned in their TTL session.

You can revisit sections of the TTL content if the team want to familiarise themselves with it.

Use the questions provided to start your conversation

Start of season

- How have you been introducing Sky Sports in your conversations?
- What went well?
- What example can you share?
- How have you demonstrated value of the product?

Community Forum

- Have you spoken to any of your customers about the community forum?
- Have any customers asked you about it? If yes, how confident did you feel telling them about it?

Customer Pillar

- Which of the three pillars is your strongest area?
- Which one could you develop more?
- Can you think of a recent call where you could have done something different to show value, care or make it easier for the customer?
- What one small change can you make to bring to life the three pillars.

Start of Season

You can use these activities whenever you 15-20 mins together as a team

This activity is an opportunity for the team to reflect on sales experiences, share what's working and talk about new ways to improve Sky Sports sales performance.

Instructions

Read out a series of quick fire, reflective prompts. Ask team members to respond and have a discussion after each point.

Prompts:

- What's your go-to benefit when selling Sky Sports?
- What's one thing you've tried recently that's worked?
- What's the most common objection you hear and how do you overcome it?
- What was the last Sky Sports conversation you had, and how did it go?
- What's one thing you feel you could improve on?

Debrief

- What's one new thing you've heard today, that you'll try?
- What further support do you need to sell Sky Sports?

Customer Pillar

This activity is an opportunity for the team to share real-life examples of How they have used the three pillars in their conversations.

Instructions

Select each pillar one at a time.

Ask the team to share real life examples they've used with customers.

Prompts:

Focus on Vale

How did you tailor a recommendation to the customers needs?

What benefits did you highlight that made the offer feel valuable?

Show You Care

How did you show empathy or personalise the conversation?

What did you do that made the customer feel heard or understood?

Make it Easy

What steps did you take to resolve the issue first time?

How did you reduce effort for the customer?

Debrief

What's one new thing you heard today, that you'll try?

How can we support each other to continue to demonstrate the customer pillars?