

Nomination: 8765

High Value Sales (HVS)

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Dell Technologies
Additional Contacts I would also like to have others receive emails about the disposition of our entries.
Page: Entry Information
Entry Title High Value Sales (HVS)
Category B01 - B67 Achievement > B54 - Best Use of Games and Simulations for Learning
Achievement Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required The Global Sales Learning and Development (GSL&D) organization at Dell Technologies is tasked with developing global sellers' capabilities with products and solutions, tools and processes and skills. While there are traditional programs focused on onboarding, product launches and updates, and developing struggling sellers, an audience that doesn't typically get a lot of focus is experienced, high-performing field sellers. However, these high-performing sellers interact with some of Dell's largest customers, so developing their ability to provide the best possible customer experience and maximize opportunities is critical to the success of Dell. This is what led to partnering with The Mentor Group on the creation and execution of High Value Sales (HVS).
b. Outline the team's or organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required To make the experience feel realistic, participants are placed in real world environments in virtual reality (VR) and interact with customer CxOs played by actors. Sellers start in a lobby, get a briefing video and have an opportunity to prepare before the meeting with some prepared assets. Once they're ready to start the meeting, the CxOs inform them of the situation and the sellers are presented with options throughout the conversation that determine how the experience progresses. The lobby, conference room, and CxOs are real. The scenarios are real and crafted based on structured interviews facilitated by the Mentor Group on Dell's behalf with key customers and account managers. Sellers say that the scenarios challenge them to make difficult decisions and elicit an emotional response unlike traditional trainings and role plays because it feels like real life. While the VR simulations are valuable in that they place sellers in a consistent, repeatable environment where they experience various customer interactions, the true value of the HVS program is in the facilitated best practice discussions where seasoned, high performing sellers from various Dell sales divisions share their experience, both in the simulation and in real life. The sellers end up coaching each other to try different approaches, which is helping them create new business with actual customers. Participants also receive personalized guidance from mentors, helping them apply their learning to real-world situations. This multi-faceted delivery approach ensures that participants are not only learning but also applying their knowledge in practical, impactful ways.
c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required The culminating experience of the HVS experience was a capstone project where participants identified possible opportunities that were a result of their development and success throughout the program. Using this data, the team measured win/loss rates, deal progression, deal size opportunities and more. Sellers who participated in the program said the skills they learned directly contributed approximately 70% in net new projects (including AI-driven solutions, digital user growth, and fraud prevention) and attributed 12% to closed/committed opportunities. Data shows that deal progression has shown improvement over all stages of the sales cycle. Out of deals won by program participants, 59% of them were at a lower stage prior to the program. Overall, revenue from deals progressing to the "Won" stage increased 96% for program participants. These measurable benefits underscore the program's effectiveness in driving significant business outcomes and enhancing participants' performance. HVS has demonstrated a ROI of 291%. This factors in seller and manager time as well as program costs. Participants also reported a significant increase in confidence when approaching executives and developed a high level of credibility, allowing them to be seen as trusted advisors. They improved their understanding of different personality types, honed their active listening skills, mastered effective communication, and improved their pre-meeting preparation - all of which are crucial for aligning with stakeholders' strategic outcomes. Enhanced business acumen allowed participants to communicate compelling value propositions, focus on ROI, and balance stakeholder needs effectively.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

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Would you like to add an additional supporting document?

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