

Nomination: 8906

## Targeted Training Plans (TTP)

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> Dell Technologies  ██████████ ██████████
<b>Additional Contacts</b> I would also like to have others receive emails about the disposition of our entries.
<b>Page: Entry Information</b>
<b>Entry Title</b> Targeted Training Plans (TTP)
<b>Category</b> F01 - F80 Solutions, Implementations, and Training Programs or Media > F52 - F74 Training Programs or Media > F68 - Sales Training
<b>Training Programs or Media Submission Format</b> Written Answers
<b>a. If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released. Required</b> May 28, 2024
<b>b. Describe the features, functions, and benefits of the nominated program or media (up to 350 words). Required</b> <p>The Targeted Training Plans (TTP) program by Dell Technologies' Global Sales Learning and Development (GSL&amp;D) organization is designed to enhance the performance of the global sales force through a structured and targeted approach. Instead of mass training efforts to all sellers to address sub performing business metrics, GSL&amp;D works with the business to identify "good" performance thresholds and sellers underperforming against them. Identifying key metrics and the right audience plus delivering a comprehensive training plan consisting of on demand knowledge transfer, practice workshops, observation and coaching of seller behavior through manager led endorsements enabled the ability to measure impact of the focused training interventions on business results.</p> <p>Targeted Training Plans (TTP) bring to life the GSL&amp;D philosophy of Prepare, Practice, Engage. Let's look at a specific TTP. The business identified peripheral attachment as a focus area and keyed in on a metric that measured the dollar amount gained by attaching peripherals like mice, keyboards, and headsets to a PC sale. A "good" threshold was identified and sellers below this threshold were targeted to participate in the Modern Workplace Attach TTP.</p> <p>Once they completed their peripheral-focused "Prepare" content consisting of videos delivered via the learning platform, sellers and leaders enter the "Practice" phase. Sellers attended the Modern Workplace Attach Conversation Workshop, an instructor-led intervention where sellers build call plans and practice role play attach conversations with their peers. Leaders participated in a Leader Readiness Workshop focused on coaching their sellers in attach conversations.</p> <p>The "Engage" phase brings sellers and leaders together in Clinics where leaders facilitate a deep dive of peripheral attach coaching applied to the sellers' account set. Then sellers work with their leader to identify an attach opportunity and prepare for an upcoming call with the customer. The seller has the customer call with the leader observing the skills and scoring the proficiency of the desired behaviors. The leader captures the score and feedback via a standard rubric aligned to behaviors like articulating the value and proposing next steps. This is the Endorsement process. If the seller isn't endorsed, they repeat the process until they are.</p>

**c. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable. (up to 350 words). Required**

The GSL&D organization has performance data for three of the TTPs executed in 2024. Please note that per company policy, exact team sizes or dollar amounts are excluded from the examples below.

The team was able to measure impact by tracking specified metrics pre and post training.

In the Modern Workplace Attach TTP example mentioned above, the outcome for sellers who completed most of the training (>93%), experienced a 26% quarter-over-quarter growth in their peripheral attach metric. This average is 31% higher than sellers who didn't complete the TTP.

Another TTP focused on driving seller participation (i.e., the number of sellers creating pipeline) and actual pipeline for a Dell storage solution. For sellers who completed the majority of their TTP (>70%), seller participation grew by +2% and pipeline grew by +68% quarter over quarter (as opposed to -3% and -20% respectively for those that didn't complete the majority of the TTP).

The final TTP focused on increasing storage pipeline delivered via channel partners. Sellers who completed the majority of their TTP had a 16% channel pipeline improvement quarter over quarter vs. +8% for that sellers didn't complete their training. The incremental growth rate is 2x for sellers that completed most of their training journey. Not only did each of these TTPs have a significant impact on focus areas for the business but delivered measurable results in just one quarter.

Overall, these TTPs demonstrated an ROI of 663%. This factors in seller and manager time as well as program costs.

The average net promoter score across all TTP instructor led interventions was 67. The GSL&D effort plus the ROI study has helped to shift executives' perspectives across multiple organizations and functions to see great strength in this approach. This correlation of training to business results is viewed by leaders as worth the investment of time, enables different conversations to be conducted based on performance metrics, and more personalized learning experiences in addition to enhancing our GSL&D brand as a team that doesn't just deliver training but one that delivers results.

**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**

1. Targeted\_Training\_Plans\_Overview.mp4: Video discussing and overview of the Targeted Training Plans (TTP). For difficulty accessing video please email [maggie\\_becker@dell.com](mailto:maggie_becker@dell.com).
2. TTP\_Addendum.pptx: PPT summary on Targeted Training Plans (TTP) details and requirements for global sellers.
3. TTP\_MWP\_Attach\_Example.pptx: PPT summary of example (Modern Workplace Attach) of a Targeted Training Plans (TTP).

**Webpage Link**

[REDACTED FOR PUBLICATION]

**Would you like to add an additional webpage link?**

[REDACTED]

[REDACTED]

[REDACTED]

**Would you like to add an additional supporting document?**

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