



# 第一届销售人员培训与发展年会

2018年3月28日 北京





## 联系我们

地址: 上海市武宁路99号我格广场办公楼1701室

邮编 : 200063

电话: +86 21 6056 1858

Fax: +86 21 6056 1859

邮箱地址: [marketing@hrecchina.org](mailto:marketing@hrecchina.org)

网站: [www.hrecchina.org](http://www.hrecchina.org)





TE

S.A.L.E  
Sales Acceleration Learning Experience

# “加速销售学习体验”项目分享

范云晶 Benjamin Fan

TE 中国区组织发展学习部 TE China OD&L

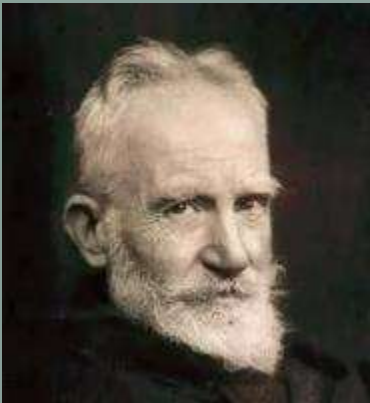
# 目录

Content



# 达成共识

## Alignments



"只要有欲望，我就有生存的理由，满足视同死亡"  
— 萧伯纳

"As long as I have a want, I have a reason for living.  
Satisfaction is death." — George Bernard Shaw

# 自上而下 – 总裁们的支持 Top Down – Support from Presidents

# TE S.A.L.E

Sales Acceleration Learning Experience



交通解决方案



工业解决方案



通信电子解决方案

- 发自业务  
By the Biz
- 服务业务  
For the Biz
- 助长业务  
Biz Results

达成共识

学员收益

考核评估

评价反馈

问题讨论



## 主管 – 强化需求 Line Manager – Reinforce Needs



达成共识

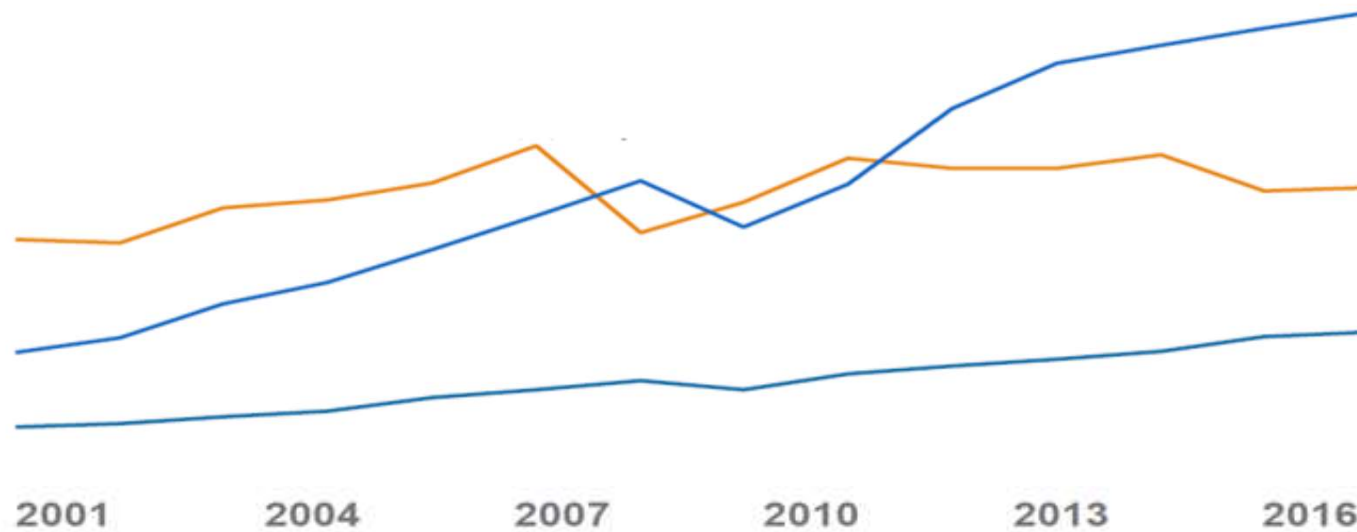
学员收益

考核评估

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问题讨论

# 主管 – 强化需求 Line Manager – Reinforce Needs



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# 主管 – 助力业务目标 Line Manager – Support to Biz Goal



## 学员 – 收获丰富 Participants – Benefits



- **达成绩效**  
Performance
- **个人发展**  
Professional Career
- **人脉搭建**  
Networking
- **尊重认可**  
BU recognition

达成共识

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问题讨论

**TE**  
connectivity

高层导入

**Top  
Down**

主管加入

**Reinforce  
Needs**

学员投入

**Benefit &  
Engagement**

**TE**

**S.A.L.E**

Sales Acceleration Learning Experience

# 学员收益 Outcomes



“20年以后，你会更为你没有做过的事，  
而不是做过的事后悔。”

— H. 杰克逊 布朗 Jr.

"Twenty years from now you will be more disappointed by the  
things that you didn't do than by the ones you did do."

— H. Jackson Brown Jr.



达成共识



学员收益



考核评估



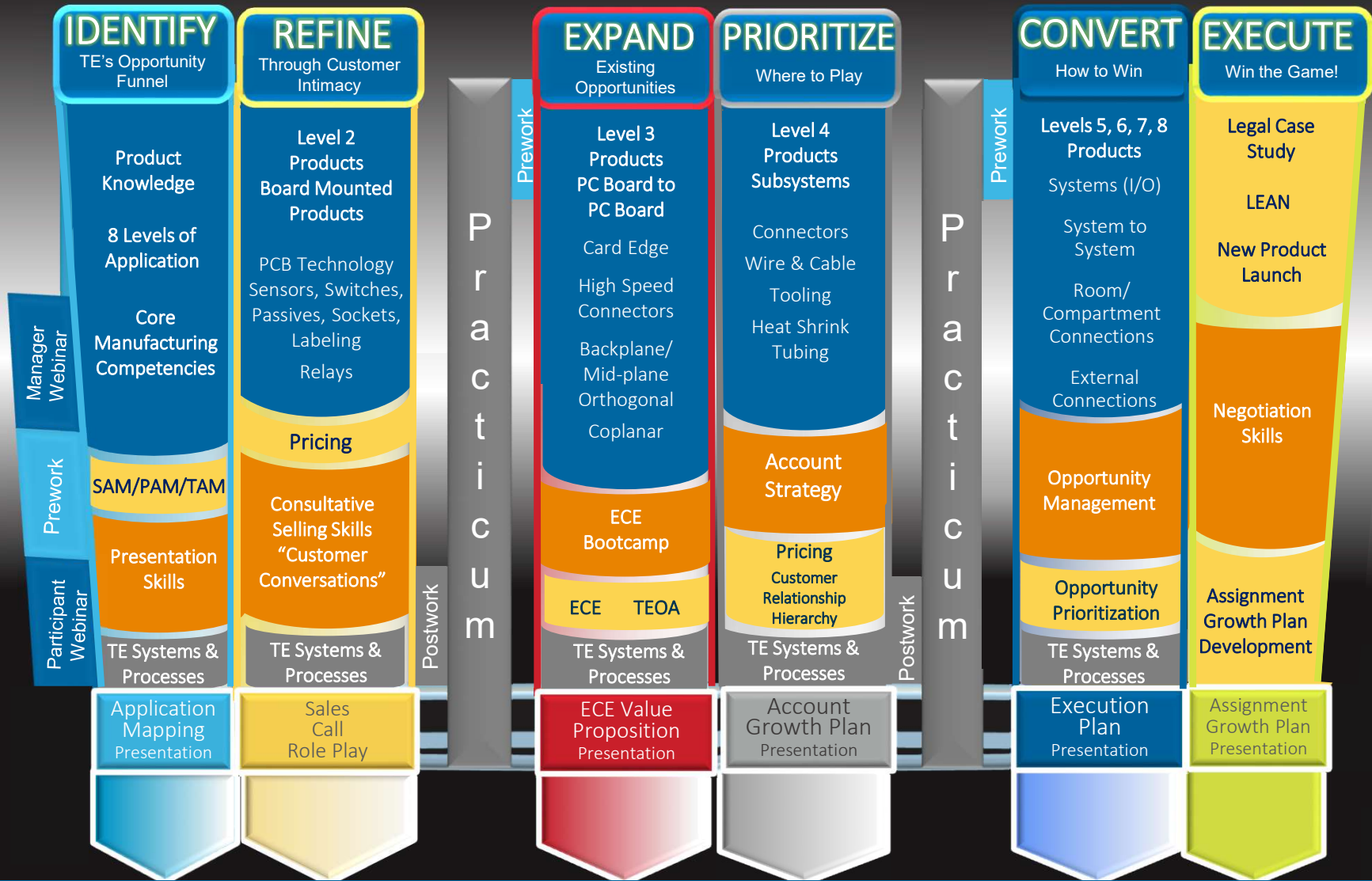
评价反馈



问题讨论

# TE S.A.L.E

Sales Acceleration Learning Experience



# 产品培训

# Product Training



**500,000种产品**  
500,000 products

达成共识

学员收益

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问题讨论



# 产品培训 – 分类工具 Product Training – Category Tools



达成共识

学员收益

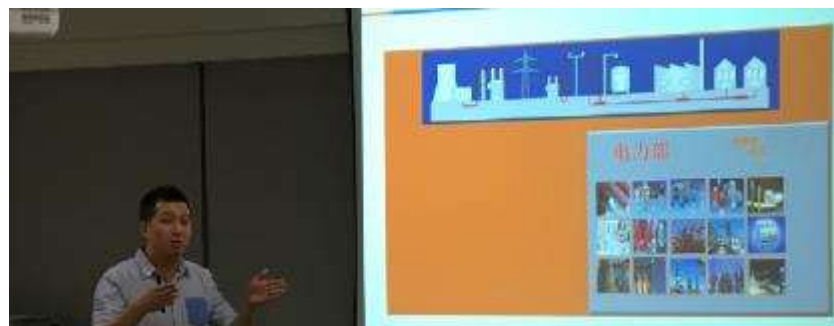
考核评估

评价反馈

问题讨论



# 产品培训 – 自学并讲授 Product Training – Self-learning & Present



 达成共识

 学员收益

 考核评估

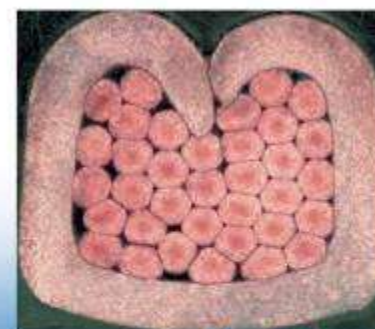
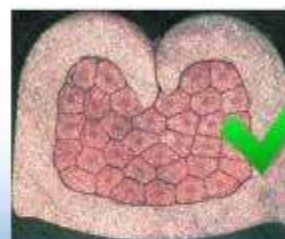
 评价反馈

 问题讨论



# 产品培训 – 动手操作

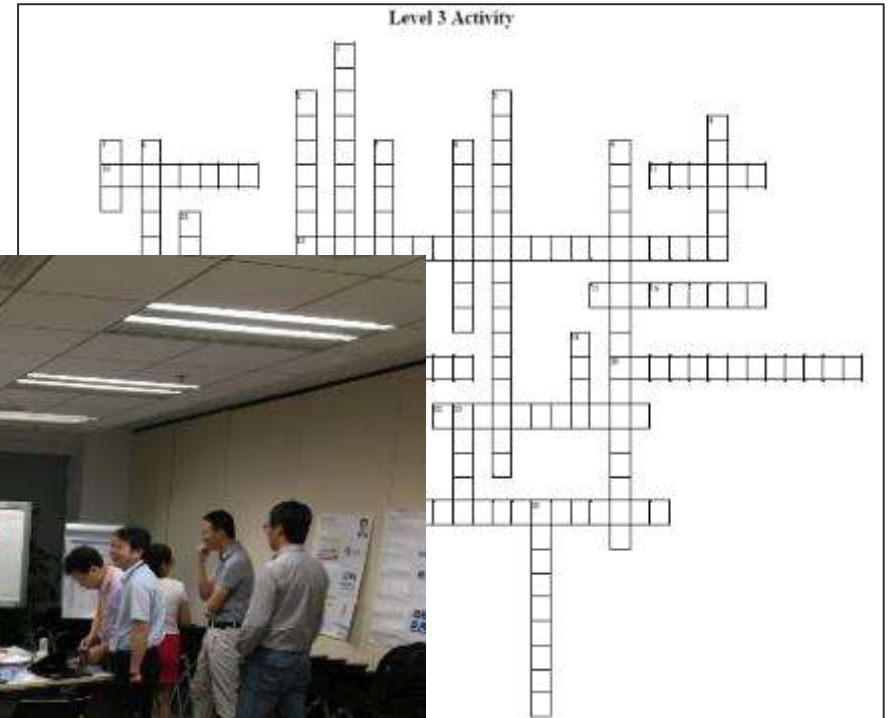
# Product Training – Do it !



Improper Crimping

# 产品培训 – 趣味性！

# Product Training – Fun and Engaging!



惊喜！！ Surprise!!



幸运大抽奖！！！！ Lucky Draw!!!

达成共识

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惊吓!!! Scare!!!



达成共识

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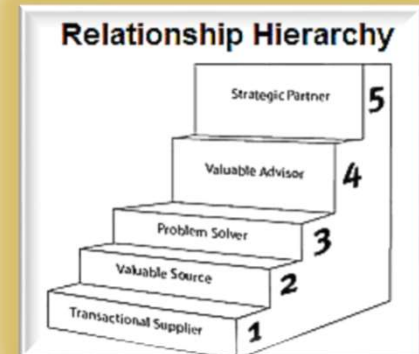
TE  
connectivity

# 销售组合工具包

# Selling Toolkit



Account Strategy



Life by PowerPoint

Negotiation

# 角色扮演 Roleplay



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# ECE沙盘体验

# ECE Simulation

- 实际案例 real cases
- 团队智慧 team wisdom
- 竞争沙盘 simulation to win
- 专家审议 expert judge
- 主管评定 manager assess
- 持续跟进 follow up
- 团队智慧 team wisdom



# 网络搭建

# Networking

产品经理互动  
工厂参观座谈  
ECE 训练营  
定价部讨论  
新品发布研讨

PM social  
Plant tour  
Bootcamp  
Pricing concept & tools  
Product launch round robin



# 考核评估

## Assessments

“人们不会做你期望的, 但会做你检查他做的”  
— 路易斯·郭士纳

“People don't do what you expect but what you inspect.”  
— Louis V. Gerstner, Jr



达成共识



学员收益



考核评估



评价反馈



问题讨论



# 评分 – 公开透明 Results – Be Open

- 公示标准 notification
- 通告天下 announcement
  - 邮件 email
  - 系统 one drive
  - 微信 WeChat group
- 及时补救 troubleshooting
  - 重修 make-up
  - 拜师 apprentice
  - 辅导 coaching

RESULTS		
DOES NOT MEET EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS
Struggled to meet rubric requirements; performance and accomplishments are less than expected, and some or many goals are not met.	Contributions and accomplishments were consistently at expected levels, and all or most criteria are met.	Performance and accomplishments were above expected levels. Contributions add value beyond the scope of the current role.

未达预期70% 及格线 85%      达成预期 90%      超过预期 100%

FROM	SUBJECT	RECEIVED	SIZE
Foose, Stephanie	S.A.L.E. APAC C5 Grades Update	Fri 5/26/2017 10:38 PM	1 MB
Foose, Stephanie	S.A.L.E. APAC C5 Grades Update	Fri 5/26/2017 10:36 PM	1 MB
Foose, Stephanie	S.A.L.E. APAC C5 Grades Update	Fri 5/26/2017 10:35 PM	1 MB
Foose, Stephanie	S.A.L.E. APAC C5 Grades Update	Fri 5/26/2017 10:34 PM	1 MB
Foose, Stephanie	S.A.L.E. APAC C5 Grades Update	Fri 5/26/2017 10:34 PM	1 MB
Foose, Stephanie	S.A.L.E. APAC C5 Grades Update	Fri 5/26/2017 10:33 PM	1 MB
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Foose, Stephanie	S.A.L.E. Grades Update	Fri 5/26/2017 10:31 PM	1 MB
Foose, Stephanie	S.A.L.E. Grades Update	Fri 5/26/2017 10:31 PM	1 MB
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Foose, Stephanie	S.A.L.E. Grades Update	Fri 5/26/2017 10:24 PM	1 MB
Foose, Stephanie	S.A.L.E. Grades Update	Fri 5/26/2017 10:23 PM	1 MB

快速通知 Update quick!

## 全面 – 从预习到跟踪 Fully Cover – From pre-work to post training

B	C	D	E	F	G	H	I
First Name	STEP 1 - Pre-Session Assessment	STEP 2 - Pre-session Elearning	STEP 3 - Instructor Led Training	STEP 5A - Real World Application Survey	STEP 5B - Post-session Assessment	UA 1	UA 2
vanesa	Completed	In Process	Active			Chinese S	APPL
sean	Completed	In Process	Active			Chinese S	APPL
xinjian	Completed	Completed	Active			Chinese S	APPL
Andy	Completed	Completed		8/14/2017 9:00	Completed	Completed	Chinese S C7.AP Ma
Terry	Completed	In Process		8/14/2017 9:00	Not Started	Not Started	Chinese S C7.AP Ma
Lucy	Completed	Completed		8/14/2017 9:00	Completed	Completed	Chinese S C7.AP Ma
Dawei	Completed	In Process		8/14/2017 9:00	Not Started	Completed	Chinese S C7.AP Ma
William	Completed	In Process		8/14/2017 9:00	Completed	Completed	Chinese S C7.AP Ma
Simon	Completed	Completed	Active				Chinese S APPL
Paul	Completed	In Process		8/14/2017 9:00	Not Started	Not Started	Chinese S C7.AP Ma
lity	Completed	Completed	Active				Chinese S APPL
Hanson	Completed	In Process		8/14/2017 9:00	Completed	In Process	Chinese S C7.AP Ma
Jerry	Completed	In Process		8/14/2017 9:00	Completed	Completed	Chinese S C7.AP Ma
Sam	Completed	Completed		8/14/2017 9:00	Completed	In Process	Chinese S C7.AP Ma
Jason	Completed	In Process		8/14/2017 9:00	Not Started	Not Started	Chinese S C7.AP Ma
Rita	Completed	In Process		8/14/2017 9:00	Not Started	Not Started	Chinese S C7.AP Ma

- **详细记录每次作业及考核成绩，每周末汇总给其主管**  
Report to line manager every week for detail tracking
- **开课前到培训结束后半年，持续提供支持**  
Support from 2 weeks before mod 1 to half year after mod 6

# 主管评分- 联系实际 Line Manager Score – Link to Business

"Individual Application Mapping Presentation" Rubric		Topic: Application Mapping Presentation		
Present the opportunities identified through Application Mapping of your end customer product. A maximum of 10 minutes for each individual class participant to present their information. 1) Introduce your Application. 2) Present Products that apply to the application. 3) Present TE Contacts who have assisted your decision making. 4) Introduce SAM - PAM - TAM by Levels of Application, 5) What additional cross business unit value can we bring to the customer? 6) Samples, specifications and materials will support your presentation.				
REVIEWER INSTRUCTIONS: For every question, indicate your rating by typing an X in the applicable cell. Please ensure there is only one "X" per item.				
TEAM:	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	
<b>PRODUCT KNOWLEDGE</b>				
Did the individual describe the customer's end product?				
Did the individual describe the TE product technologies that can be used in the customer's end product?				
Did the individual articulate the rationale for the TE products chosen for the application?				
Did the individual associate appropriate product technologies with each Level of Application?				
<b>PRESENTATION SKILLS</b>				
Did the individual articulate the core message (objective)?				
Did the individual use storytelling to enhance the message?				
Did the individual demonstrate effective use of media to support the presentation?				
Did the individual communicate a "call to action?"				
<b>BUSINESS ACUMEN</b>				
Did the individual define their SAM-PAM-TAM opportunities by Levels of Application?				
Did the individual estimate the revenue potential for their SAM-PAM-TAM opportunities?				
Did the individual show the additive growth these opportunities will have on their assignment in FY 2017 and beyond?				
Did the individual identify appropriate next steps to pursue identified SAM-PAM-TAM opportunities?				
Was the presentation SPECIFIC - MEASURABLE - ACHIEVABLE - REALISTIC - TIMELY (SMART)?				
<b>RESOURCES</b>				
Did the individual provide appropriate documentation to support their findings/recommendations?				
Did the individual accurately list the appropriate TE resources that they used to obtain data & materials?				
				0
Score in Percentage: (80% is Passing)				0%

每次汇报，主管都能感受到成长

Line manager sees participants' growth by every report.



# 评价反馈

## Feedback

“不闻不若闻之，闻之不若见之；见之不若知之，知之不若行之；学至于行而止矣。”

— 荀子

Tell me and I forget; teach me and I may remember; involve me and I will learn.

-- Chinese proverb



# 主管反馈

## Line Manager Feedback

- 直接反馈      direct recognition
  - 感谢邮件      thanks email
  - 晋升学员      promote participants
- 行动认可      Action support
  - 参与课程      be speaker
  - 积极提名      nominate proactively
  - 拓展应用      expand application



# 学员反馈

## Participants Feedback

- 亚太区一期学员  
2016/10/24~12/16
- Top Sales Award 2017
- 负责区域由南亚扩大到  
南亚加澳新



非常高兴参加S.A.L.E., 对我销售技能提升非常有帮助, 那段时间是我最美好的回忆, 我依然和同学们保持着紧密的联系和互动。

- 亚太区二期学员  
2017/05/15~07/14
- 3X 市场增长



我加入TE十多年了, 这是第一次如此系统全面的培训, 帮助我澄清了很多误区, 对产品的了解也更加深入了。

- 亚太区三期学员  
2017/08/07~09/29
- 三个月赢下三个项目,  
共1.6M\$



S.A.L.E.对我的帮助非常大, 尤其是学会科学定量地进行销售机会的评估, 从而科学配置资源, 赢得项目。

# 学员群学习与互助

## Participants Group Learning & Supporting



达成共识

学员收益

考核评估

评价反馈

问题讨论



## 认可学员 Participants Recognition



### ORGANIZATIONAL ANNOUNCEMENT



We are pleased to announce that Sepehr Semino will be promoted to General Manager RoA effective on October 1, 2017. He will report directly to Bart Otten, Senior Vice-President and General Manager of Energy Business Unit and continue to be based in Singapore.

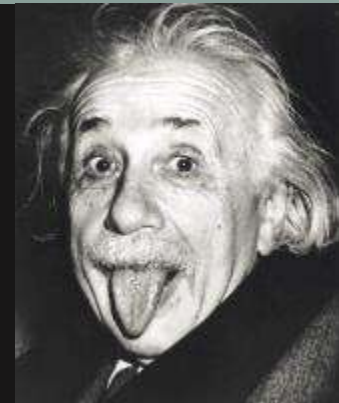


# 问题讨论

## Discussion

“总结昨天，过好今天，期待明天。 不要停止提问”  
— 爱因斯坦

" Learn from yesterday, live for today, hope for tomorrow.  
The important thing is not to stop questioning "  
— Albert Einstein



达成共识



学员收益



考核评估



评价反馈



问题讨论



**TE**

**S.A.L.E**  
Sales Acceleration Learning Experience

感谢大家的倾听

Thanks for your attention