

**YOU KNOW WHERE YOU WANT TO GO.**

**WE KNOW HOW TO GET YOU THERE.**



# THE FACTOR 8

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## *difference*

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Factor 8 is an award-winning training and consulting firm catering only to inside sales. With decades of time in the trenches and first-hand experience with over 200 inside sales organizations, we've been turning Inside Sales teams into high-performing overachievers since 2007. At Factor 8, we think theory stinks. We're known for delivering customized, actionable solutions that quickly drive top-line growth.

## WE'RE A NO-B.S. TEAM OF EXPERTS WHO LOVE INSIDE SALES (AND BEER).

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### **BENCHMARKING:**

Find out how you stack up against inside sales best practices. Get the road map to meet your goals.



### **LEADERSHIP TRAINING:**

Reduce attrition & prepare to scale while raising performance across your entire floor.



### **SALES TRAINING:**

We teach Reps to CRUSH the number — and they do it live during training. 50–200% spikes in close rates, revenues and pipeline are normal.



### **EXPERT ON DEMAND:**

What would you do with on-demand access to an Inside Sales expert? Get big time experts without the big firm invoice - when and how you need it.



### **CONSULTING:**

Real answers, tools, and advice to help you grow faster. Whatever it is, we've done it somewhere.



### **COACHING AS A SERVICE:**

Infuse your team with expert rep and manager coaching to close more deals and keep reps longer.



**HELPING COMPANIES  
OF ALL SIZES AND  
INDUSTRIES SUCCEED.**



**AMERICAN ASSOCIATION OF INSIDE SALES PROFESSIONALS**



2013



2015



2013 - 2019



2016



2017 - 2019





# WHY INVEST IN TRAINING?

**50%**

OF SALES REPS  
TODAY HAVE TO  
BE RETRAINED OR  
REMOVED.

JOINT STUDY BY  
CEB AND BAIN & CO.

**85%**

OF SALES TEAMS THAT  
RANK BEST-IN-CLASS USE  
A PROFESSIONAL SALES  
CURRICULUM.

ABERDEEN

**50%**

HIGH-QUALITY  
TRAINING FOR NEW HIRES  
CAN CUT THEIR TIME TO  
QUOTA BY 50%.

ASTD

# VIRTUAL SELLING WORKSHOPS

## YOUR TEAM DOESN'T SIT IN THE FIELD. SO WHY TRAIN THEM AS THEY DO?

Most training on the market addresses a narrow window of selling: what to do when you're face to face with a Decision Maker. So how often do your reps get to do that? Our teams need help finding the Decision Maker, getting them on the phone, and keeping them engaged. Not to mention voicemails, emails, closing for the next call, and closing the deal. Don't do sales theory. Let's train them together on how to do their job.

**REAL SALES RESULTS DURING TRAINING | EXPERT MESSAGING SUGGESTIONS**

**MANAGER TRAINING TO KEEP IT ALIVE | CUSTOMIZED MATERIALS**

## LIVE CALLING AND COACHING DURING TRAINING. BOOM!

### CUSTOMIZED WORKSHOPS FOR:



**BUSINESS  
DEVELOPMENT**  
PROSPECTING



**ACQUISITION**  
PROSPECTING  
TO CLOSE



**ACCOUNT  
MANAGEMENT**  
CROSS-SELL /  
UP-SELL



**INBOUND**  
QUALIFY INBOUND  
LEADS



**SALES  
ENGINEER**  
DEMO  
EXECUTION



**ACCOUNT  
EXECUTIVE**  
DISCOVERY TO  
CLOSE

**PHONE SELLING IS A HANDS-ON SPORT; WE TRAIN IT LIKE ONE**

# WHAT WILL MY PROGRAM LOOK LIKE?

## WORKSHOPS INCLUDE:

Interactive eLearning PreWork  
Live Instructor Led Training  
Sales Calls During Training

## FOR BEST RESULTS:

Program Aligned to Client Objectives  
Combination Of Onsite + Virtual Events  
Monthly Manager Coaching  
Quarterly Leadership Training Reviews  
Ongoing Coaching and Health Checks  
Dedicated Advisor & Customer Success  
Monthly Office Hours for Mentoring  
Skill Certifications  
12 – 36 Month Program

## WHAT SHOULD I EXPECT?

Interactive & Super High Energy  
Fun Competitive Environment  
Highly Customized Content  
Sales Results That Actually Stick

## ASSESSMENT & CUSTOMIZATION

### ASSESSMENT & BENCHMARK

Team assessment & needs analysis. Share current skill examples; adviser provides initial feedback. Process facilitates module selection, class levels, product/service and industry customization.

### BUILD CUSTOM ENABLEMENT PLAN

Custom 12-mo. Skill enablement plan, defines what modules, coaching, reinforcement and training is covered and when.

## TRAINING: LEARN TO MASTERY

### VIRTUAL INSTRUCTOR LED WORKSHOPS

4-6 modules of instruction, virtual classrooms, remote instructor led, Client recordings, activities, role plays, coaching & SALES CALLS DURING TRAINING!

### THE SALES BAR

Interactive eLearning, Content updated monthly, Call Libraries, Cheat Sheets, Coaching Guides and More!

### ON-SITE INSTRUCTOR LED WORKSHOPS

4-6 modules of instruction, live calls made applying tactics, client recordings, activities, role plays, coaching.

## REINFORCEMENT & SKILL CERTIFICATION

### THE SALES BAR

Course “Chasers” that reinforce skills learned, “Happy Hours” to discuss skill application with other Factor 8 clients.

### HEALTH CHECK

Mgr/Rep skill assessment, observation: OTJ, On Call , Coaching, training, ID need for impromptu coaching, skill labs & prescriptive TSB courses.

### COACHING

Virtual or live, manager and rep focused, 1:1, small group or team.

### CERTIFICATION

Mgrs and Reps assessed for 6-9 months, leaders taught to certify with custom built Factor 8 Client Scorecards!

# AW, SHUCKS. WE LOVE YOU GUYS TOO.

I think the thing that touches me the most was what I saw out of the managers. **The growth that I saw out of them in such a short period of time was incredible.**

DAN P., CRO  
HEALTHCARE

Prior to Factor 8 training approximately 60% of our sales team was meeting the quality goal. By creating a process focused on the customer experience **now 92% of the team is meeting their quality goal!**

LIZ C., INBOUND SALES & SERVICE MANAGER  
HOUSING

I have literally been able to take the course work and activities off the page and **apply them directly to my daily interactions with my team.**

MELISSA M., SR. MANAGER  
SAAS

This is my 2nd Factor 8-led training and **it is the best sales training I have ever been a part of.** The facilitators are engaging and give you **real world skills** to help your teams attain better results.

DAN T., REGIONAL SALES MANAGER  
SAAS

Everything from the rep level to meeting with my boss and my boss's boss...**everyone felt that you could spend the day with them,** really in the trenches, and then at the end of the day you'd really want to go out and have dinner with them.

AMY A., VP SALES  
RETAIL

Exceptionally organized and customized training, with **real-world application.** Factor 8 provided a no-nonsense approach to training, benchmarking and sales assessment. Most importantly, they **focused on actionable results not lofty or fluffy theories.**

RICH R., CFO  
TECH

# RESULTS MATTER



## INGRAM MICRO'S STORY

# \$200M

### NEW CATEGORY PIPELINE UNCOVERED DURING TRAINING

Ingram Micro's consumer electronics arm DBL Distributing had negative growth and averaged about 70% to quota. Reps needed to transition from "order takers" to account growth consultants. Factor 8 provided a multi-stage training, sales qualification system, and recommendations on incentives to shift the behaviors and habits of long-tenured Reps.

Over \$200M of brand new pipeline was uncovered immediately—DURING training. Within three months, the growth curve turned positive. In six months, the team finished the year at 120% to goal.

**GET THESE RESULTS WITH THE FACTOR 8 ACCOUNT  
MANAGEMENT PROGRAM**

## OAKWOOD'S STORY

# 200%

### INCREASE IN QUOTA ATTAINMENT

Oakwood's team of 15 outbound B2B sales reps launched to a slow start. First three months results were less than 50% to quota. Factor 8 provided a new call-by-call sales process, improved value propositions, and a five-day custom training program.

The following month the team hit 150% to quota and continued to excel. Executives officially "re-launched" the center and began offering Factor 8 phone skills training to field/hybrid reps

**GET THESE RESULTS WITH THE FACTOR 8  
ACQUISITION PROGRAM**

## CONNECT AND SELL'S STORY

# 300%

### INCREASE IN CONVERSION RATES

A team of outsourced BDR agents were closing appointments on behalf of their clients at an average of three percent. Factor 8 implemented a 2-day training program, custom streamlined messaging + 6-month coaching program to help reps more quickly engage Decision Makers, keep them on the phone, qualify them, and close more appointments.

Close rates spiked between 6 and 9% through the remainder of the year.

**GET THESE RESULTS WITH THE FACTOR 8  
BUSINESS DEVELOPMENT PROGRAM**

## CATAVOLT'S STORY

# 132%

### INCREASE IN LEAD CONVERSION

The VP of Sales & Marketing needed to evaluate a lagging rep to see if he had the ability to be a productive contributor. After 9 months on the job, the rep had failed to meet quota and routinely trailed his teammates in productivity and performance.

Factor 8 provided remote Coaching as a Service for 3 months including detailed call scoring, individual call coaching from a Factor 8 Advisor, and leadership check-ins.

After only 2 months of coaching, the rep increased his lead conversion percentage from 3.91% to a team-leading 9.09% (a 132% increase).

**GET THESE RESULTS WITH THE FACTOR 8 COACHING  
AS A SERVICE**



## GOOD REPS DON'T MAKE GOOD MANAGERS...UNLESS YOU TRAIN THEM HOW.

Sales and Sales Leadership require entirely different sets of skills. That's why promoting top Reps fails so often. Arm your leaders with more than HR management theory. Give them real tactical job skills like coaching sales calls, running pipeline meetings, conducting sales 1:1's and driving sales performance. You won't find this level of tactical expertise anywhere else.

**CUSTOMIZED:** We'll teach your guys to drive YOUR KPI's and clean up YOUR pipeline.

**LED BY EXPERTS:** Every Factor 8 Advisor has 15+ years of experience leading the team and driving the number.

# MANAGER *and* LEADERSHIP TRAINING

Do you have people ready for the next level? For budding Directors and VP's, the Factor 8 Training will introduce them to the role of a sales leader and help them to operate at the next level. We address specific topics such as communication, team building, and leading people.

“

**This was the best Leadership Development Program I've seen. Graduates come out thinking beyond their own job responsibilities and ready for the next step.**

”

-Judi Hand, CMO Teletech & President of Revana



# BENCHMARK

## ARE YOU BEST IN CLASS?

Ever wonder what the best Inside Sales teams in the World do differently? How about where you should focus today to achieve goals faster? In a single engagement we'll help close the gap between the present and the future.

### BENCHMARKING HELPS YOU:

- Identify strengths & challenges against best in class
- Infuse your plan with inside sales expertise
- Scale the operation
- Assess your leadership team
- Create your strategic roadmap

How? We leverage decades of experience across hundreds of sales floors. We'll power through your data, observe all levels in action onsite, and do extensive interviews. Then we pull in industry best practices to deliver a red-yellow-green benchmark assessment across 10-15 key areas, short and long-term recommendations & an education session you'll want your entire Executive team to attend.

*Factor 8 is an authorized delivery partner of the AA-ISP Inside Sales Organizational Index™*

# EXPERT *on* DEMAND

## WHAT WOULD YOU DO WITH ON-DEMAND ACCESS TO AN INSIDE SALES EXPERT?

Need some help, but not a full-blown consulting engagement? With Expert on Demand you and your team can access the Inside Sales experience that you need, when you need it!

Use Factor 8 Expert on Demand for:

- Translating marketing into sales messaging
- Refining comp plans
- Tough-call coaching
- Aligning reward & recognition programs
- Building new hire training
- Identifying key metrics and KPI's
- Plus, too many more to list

It's simple: you choose the level of help you need and we reserve that block of time for you every month. Three, six and twelve-month engagements.

**Get the help you need to develop real solutions  
for immediate ROI impact.**



## ON-DEMAND SALES TRAINING AVAILABLE 24/7

Grab a seat at our award-winning online sales training platform, The Sales Bar, and get sales skills on tap. We've put Factor 8's custom curriculum for BDRs, AE's, Account Managers, and Sales Managers online and available 24/7 on-demand. We are the only online subscription training that's focused exclusively on Virtual Sales skills.

Our **Sales Rep** courses teach:

- **Tips for leaving a better voicemail to get more callbacks**
- **Best practices for creating a better intro to keep people on the phone**
- **How to ask for referrals to penetrate existing accounts**
- **Phone selling techniques for new reps to get them to quota faster**
- **And much more!**

Our **Sales Manager** courses teach:

- **Best practices for call coaching sales calls**
- **How to run pipeline meetings**
- **Tips for conducting successful 1:1s**
- **How to drive sales performance**
- **And much more!**

**Ready to get started? We'll save you a seat at the Bar. Email [info@factor8.com](mailto:info@factor8.com) for more info.**



# #GirlsClub

## A SALES LEADERSHIP FOR WOMEN IN SALES

#GirlsClub is a six-month program offered annually to 100 women in sales. The curriculum is focused on front-line sales management training, confidence building, and networking for existing and aspiring female sales managers.

The virtual training introduces a new skill each month including self-paced learning, live sessions with peers, live and recorded sessions with thought leaders, & on-the-job activities. The #GirlsClub community builds strong relationships with opportunities like:

- Monthly live video meetings
- Private #GirlsClub Slack channel
- Membership to private LinkedIn network (+ LinkedIn badge)
- Local “chapter” meet-ups and activities
- Exclusive offers from Sponsors
- 1-day inspiring finale conference with Thought Leaders, Mentors, and previous Generations

For more information on the #GirlsClub Sales Leadership Program, head here: <https://wearegirlsclub.com/contact-us/>





# YOUR MOVE.

## **STEP 1: ASAP**

Let's talk about your team and goals to determine the right-fit courses, timing and engagement formats. We'll set goals and identify key KPI's to move.

## **STEP 2: 1-2 MONTHS BEFORE**

We'll complete a scope of work, assign your advisor, and lock in training dates. Virtual programs need 2 weeks notice, in-person workshops may require booking 2 months in advance.

## **STEP 3: ONE MONTH BEFORE**

Our needs analysis will commence and we'll collect baseline sales data & listen to calls to create your custom workshop and integrate the voice of your customer.

## **STEP 4: ONE WEEK BEFORE**

A final leadership review and kickoff call to get folks aligned & excited.

CALL TODAY AT (480) 630-5318, OR EMAIL US AT [INFO@FACTOR8.COM](mailto:INFO@FACTOR8.COM).