Building a Partnership
What Airline Training Can Learn From Sales Training

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What traits make them successful?
PERFORMANCE CONSULTING, n. 
{pur-form-unts  kun-sul-teen}

“The business of giving expert advice [to our Customer] about their employees fulfilling the expectations of a job to a particular level of success given the skill, the will, and the right resources (no hills).

Source: (Combined) Merriam-Webster Dictionary
Traits of a Performance Consultant

Strategic Partner
- Confidence in Self
- Knows Customer’s Business but not a SME
- Manages Projects

Confident Meeting Partner
- Does Not Overpromise
- Actively Listens
- Follows Up

Great Meeting Partner
- Manages Time
- Knows Learning Trends & Adult Learning
- Account Manager

Confident 5 Whys
- Asks Good Questions 5 Whys
Group Exercise

5 Characteristics of a World Class Sales Experience

• … offers unique and valuable perspectives on the (training) Industry
• … helps navigate alternatives
• … provides ongoing advice or consultations
• … helps avoid potential land mines
• … educates on new issues and outcome
Key Aspects of The Challenger Sales Model

... Offers unique and valuable perspectives on the (learning) industry

**Major Steps**

1. Take Professional Development Courses
2. Utilize Online Resources
3. Attend Professional Events
4. Network Online
5. Invest in Continuing Education and Certification

**Group Task**

- Identify one additional strategy to help provide unique and valuable perspective.
- Build a list of favorite online (learning industry) resources utilized by your group (be specific).
Key Aspects of The Challenger Sales Model

… Helps navigate alternatives

Two Types

• Alternatives to training requests
  (Communication, process, Leadership, HR/People, etc.)

• Alternative training solutions (delivery options)
  (online learning, job aid/quick reference guide, etc.)

Group Task

Build 5 transitions when describing alternative options to your client/stakeholder.

1.
2.
3.
4.
5.
... Provides ongoing advice or consultations

Select three communication options shown in the graphic above and describe a creative use of providing ongoing advice or consultations to your internal Customer(s).

1. 
2. 
3.
Helps avoid potential land mines

<table>
<thead>
<tr>
<th>Key Aspects of The Challenger Sales Model</th>
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<tbody>
<tr>
<td>Budget</td>
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<tr>
<td>Timeline</td>
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<td>Goal</td>
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Group Task

Select one ‘landmine’ listed above (or another not listed) and build a brief narrative on why this is your group’s most important one.
… Educates on new issues and outcomes

Group Task

Build a list of three (3) creative ways to showcase new issues and outcomes you can provide to your client/stakeholder on a regular basis.

1.
2.
3.
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