



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**).

Traits of a Performance Consultant

Strategic Partner



Confidence in Self



Manages Time



Knows Learning Trends & Adult Learning



Knows Customer's Business
but not a SME



Does Not Overpromise



Actively Listens



Account Manager



Manages Projects



Great Meeting Partner



Follows Up



Asks Good Questions
5 Whys



108.5

 **wats**
RADIO

Group Exercise

The Challenger Sales Model

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.

Key Aspects of The Challenger Sales Model

... Provides ongoing advice or consultations



Group Task

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.

Key Aspects of The Challenger Sales Model

... Helps avoid potential land mines

Budget

Leadership Buy-in

Data

Timeline

Topic/Content

Trends

Goal

Environment

User Acceptance

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.

Key Aspects of The Challenger Sales Model

... 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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