

Enterprise

CASE STUDY

How Combat Sales Built out the Virtual Sales Training for Aveyo Solar

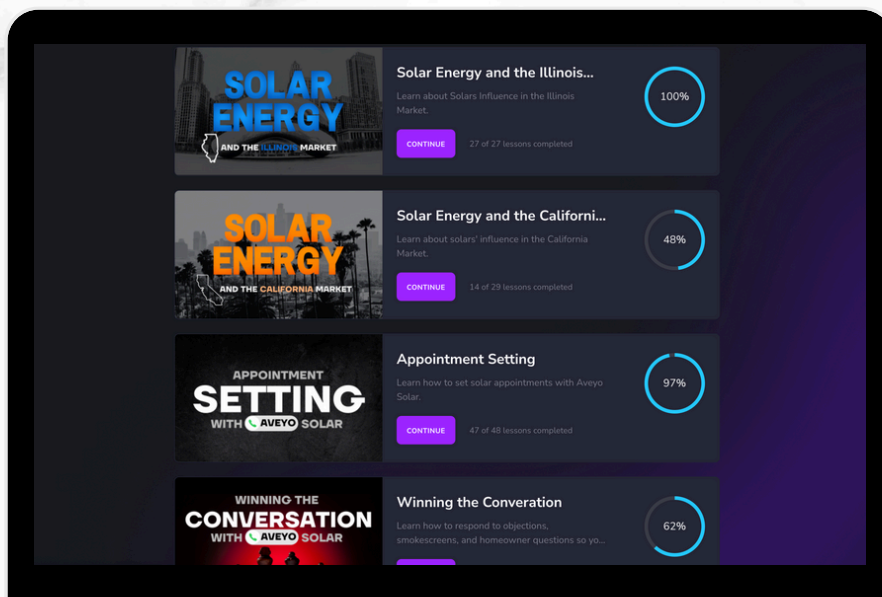


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OVERVIEW

In the world of virtual solar sales, the challenge of training effective virtual sales teams is extremely important for maintaining a competitive advantage. Trever Andrews and Devin Summerhays, key figures at Aveyo Solar's Virtual Solar Program, faced this challenge as they were building their virtual solar sales team. Their task was to scale and train up a competent sales force capable of engaging customers through virtual platforms in multiple markets.

- 1. Background:** Aveyo Solar is a leader in the solar industry today. Between their robust knocking program, virtual solar sales division, and in-house installation department, Aveyo is a strong force in the solar industry.
- 2. Market Context:** As the virtual sales market constantly changes, virtual sales managers must also change. People in different markets and time zones are looking for work from home opportunities and need to receive adequate training on the various softwares and scripts of the ever changing solar market.
- 3. Technological Framework:** The technology stack used by Trever and Devin was Zoom calls for meetings and training, google workspace to hold videos/manuals/scripts, and calendly to schedule individual meetings and training.
- 4. Initial Assessment Results:** Upon completion of a SWOT analysis for Aveyo Solar, Combat Sales recognized that Aveyo was needing a central location for their training material, an approach that wasn't time intensive from management, and a unified script/approach that was clearly taught and communicated to the virtual sales team.

CHALLENGES

As pioneers of Aveyo's virtual solar sales program, Trever and Devin encountered their biggest challenge: **multitasking constantly**. They managed responsibilities across recruiting, training, and sales management, while also directly closing deals themselves. This broad scope of duties highlighted a critical gap in their existing infrastructure and training program. To address these challenges and adapt to multiple markets, Trever and Devin engaged Combat Sales to develop a specialized training program. This solution was tailored specifically to Aveyo's needs, offering location-independent training that was customized to align with the company's market strategies and approaches, all while remaining cost-effective.

1

Transition to Virtual Sales Environment

As Aveyo Solar approached a virtual sales model, Trever and Devin faced significant hurdles in adapting their sales strategies and tactics. The shift required not only technological adaptation but also a change in the sales team's approach to customer engagement. They found that traditional sales techniques were not as effective in a virtual setting, which led to a decline in initial sales performance. Additionally, the lack of direct customer contact made it challenging to gauge customer reactions and adjust sales pitches accordingly.

2

Scalability and Engagement

The scalability of training programs emerged as a major concern. The existing training infrastructure was not equipped to handle rapid scaling, which was necessary to capitalize on emerging market opportunities. Moreover, the training methods previously used were not engaging enough for virtual learning, leading to poor retention and inconsistent application by the sales reps. This disengagement was evidenced by the high volume of questions and the difficulty in ensuring all reps were at the same competency level after training sessions.

3

Monitoring and Feedback Efficiency

Another significant challenge was the efficiency of monitoring and providing feedback. With the sales team expanding quickly, Trever and Devin struggled to track the effectiveness of training and the progress of individual reps. The lack of robust tools to monitor engagement and learning progress made it difficult to provide timely and personalized feedback, which is crucial in a high-skills industry like solar sales.

FROM THE KEY STAKEHOLDERS



DEVIN SUMMERHAYS

“For me, I was tired of wondering if our reps were actually learning what we were trying to teach them. There was no way to make sure they were watching the recorded trainings, so I spent a lot of my time gauging if these reps were all on the same page and what I should focus on training them next.”

“The main issue we were running into was the transition from the D2D to the virtual solar space, we needed something that actively engaged our reps immediately. We tried giving them a google drive of content, but they constantly had questions and I could only do so many 1-1 training sessions a day while juggling all the other things I had to juggle.”

TREVER ANDREWS



OBJECTIVES & GOALS

To address the identified challenges and enhance the overall effectiveness of their virtual sales force, Aveyo Solar, in partnership with Combat Sales, set forth several strategic objectives. The primary goal was to develop a dynamic and scalable training program that would be engaging and tailored to the unique demands of the solar industry's virtual sales environment. This initiative aimed to equip the sales team with the necessary skills and knowledge to excel in a competitive market, thereby increasing sales conversions and maintaining high customer satisfaction.

1



**Enhance Sales
Team
Competency**

2



**Improve
Training
Engagement**

3



**Streamline
Monitoring and
Feedback**

4



**Scale Training
Capacity**

SOLUTION

COMBAT SALES PROPOSED A 3 PHASED APPROACH TO DEVELOP THE OPTIMAL TRAINING PROGRAM FOR AVEYO SOLAR:

Phase 1: Strategy and Planning

In the initial phase, we conducted a thorough analysis of Aveyo's training needs and objectives, developing personas to deeply understand their requirements. This foundational work allowed us to tailor a training program that aligns precisely with Aveyo's strategic goals. Our collaborative approach facilitated the gathering of key insights, enabling us to develop custom content that is both relevant and impactful, setting the stage for the creation of effective learning experiences.



Mind Map



Content Review



SWOT Analysis

Phase 2: Development and Implementation

In Phase 2, we developed custom training courses and materials for Aveyo. Combat did the heavy lifting and only required the key stakeholders to give feedback and approve each resource we developed. For Aveyo, we delivered:



Flashcards



Written Content



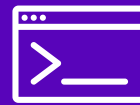
Quizzes



Videos



Slides



Prompts



Visuals

Phase 3: Monitoring & Growth

Upon completion of the development for Aveyo we entered into phase 3 where we implement the training on our custom training platform. Devin and Trever were then able to train students quicker and more effectively with their custom courses and training library. For Aveyo, we delivered:



White Label



Trainer Portal Setup



Resource Library



Student tracking



Updates

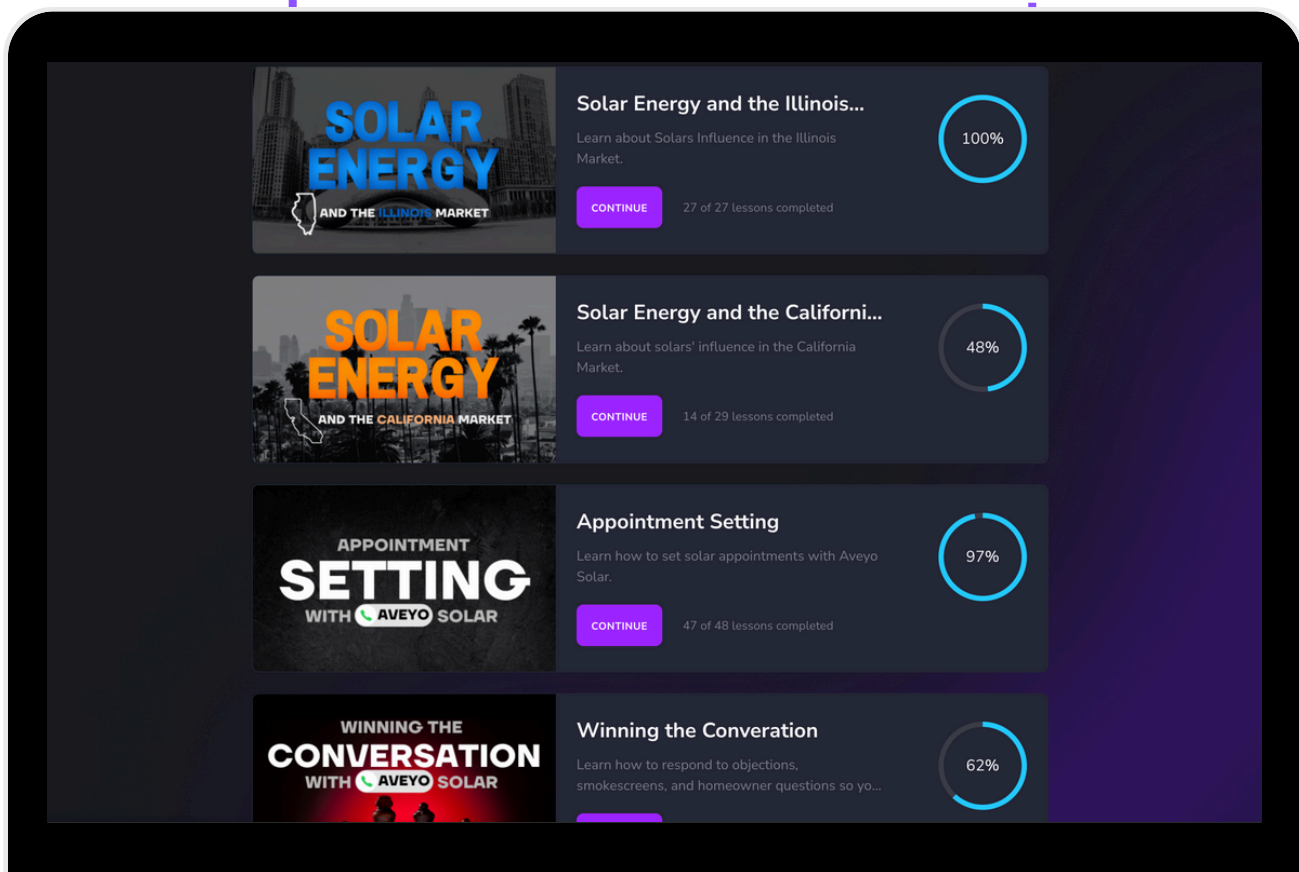
RESULTS

The training program crafted by Combat Sales, characterized by its structured and interactive approach, **significantly enhanced Aveyo Virtual's onboarding process**, successfully integrating over **37 new setters within just one month**. Furthermore, Trever and Devin's deal-closing rate experienced a **significant surge**, showing a dramatic **150% increase—from 12 deals closed per month to 30 deals within the same period**. This increase in sales performance was attributed to the increase of hires that Aveyo's team was able to achieve, the **competency of their setters** from the training program, and the newfound time that Trever and Devin had in their schedules to close deals. The **new hires expressed high levels of satisfaction** with the training, praising its relevance, engagement, and the practical skills it taught. This training not only **increased team confidence but also improved their effectiveness in the virtual sales environment**.

4 Courses Created

- Illinois Course
- California Course
- Virtual Appointment Setting
- Objection Handling

New Hires	10	→	47
Monthly Deals	12	→	30+
Training Completion Rate	20-30%	→	80+%



HEAR FROM THE AVEYO TEAM!



DEVIN SUMMERHAYS

★★★★★

“I couldn’t recommend working with Combat Sales higher. Their team was a breath of fresh air in the saturated market of sales training programs that all feel generic/plug and play. I love the customization, the fact my sales reps are actually trained, and that I can give each rep 1-1 feedback through the video feedback functionality. Highly recommend.”

“I’ve had a great experience with Combat Sales so far. I felt really engaged in the process because they customized everything to us: market, core values, pitch, etc.”

TREVER ANDREWS

★★★★★



CONCLUSION

The collaboration between Trever Andrews, Devin Summerhays, and Combat Sales underscores the transformative impact of well-designed training programs in specialized industries like virtual solar sales. By leveraging Combat Sales' expertise, Aveyo Solar could effectively scale its sales operations and enhance its market position. For companies facing similar challenges in training and development, this case study exemplifies the strategic value of partnering with experts who understand the nuances of industry-specific sales training. The success achieved by Aveyo Solar serves as a blueprint for other organizations aiming to enhance their training outcomes and business performance.

Want to see more?

Schedule below to hop on a time for a free consultation!

Watch the **Interview**
with Trever below!



Schedule a **Free**
Consultation above!

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