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GCS Noogler Essentials

Mentor Workbook

Mentor Workbook Objective

Key objectives:

- Ensure knowledge around KS+ Noogler Essentials
- Ensure awareness on Kickstart+ Nooglers' path
- Provide transparency around what is expected of the KS+ mentor during the Noogler Essentials onboarding experience

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Prior To Noogler Start Date

GO

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→ **Chapter 2:** Roles and Responsibilities

- Noogler, Manager, Mentor

→ **Chapter 3:** Noogler Ramp Expectations

→ **Chapter 4:** Noogler Timeline Overview

Noogler Start Date

GO

→ **Chapter 5:** Noogler's Week 0 At Google

- Welcome the Noogler
- Nooger / Manager / Mentor Kickoff

→ **Chapter 6:** Noogler Essentials Begins

- Course 1 + Fieldwork with Mentor support
- Course 2 + Fieldwork with Mentor support
- Course 3 + Fieldwork with Mentor support
- Course 4 + Fieldwork with Mentor support
- Course 5 + Fieldwork with Mentor support

→ **Chapter 7:** Wrap Up / Final Job Readiness Assessment + Action Plan

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Prior To Noogler Start Date

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CHAPTER 1

Welcome to the Noogler Essentials Mentor Workbook

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Welcome to the KS+ Noogler Essentials Mentor Workbook

Hello KS+ Mentors - congrats on being selected to mentor the next cohort of KS+ Nooglers! Your guidance and feedback will be play a key role in their onboarding journey.

Mentors, Watch **this intro video** to learn how to use this workbook

Following Noogler Essentials, Nooglers will transition to on-the-job regional training, working on-target within assigned regional pods, or both depending on timeline

Here you can find an intro video that the Noogler will be watching, so that you can familiarize yourself with the Noogler Essentials process.

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CHAPTER 2

Roles and Responsibilities

✓Noogler, Manager, Mentor

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Roles and Responsibilities:

Watch this video roles and responsibilities

	Noogler	Manager	Mentor
Trainings & Fieldwork	Complete workbook modules; trainings, fieldwork, and assessments, within assigned timeframe	Reinforce completion of workbook modules within assigned timeframe	Support fieldwork activities through Noogler enablement: call shadows, module topic 1:1s, CID practice within assigned time frame
Feedback	Seek feedback from manager and mentor	Provide real time feedback based on fieldwork, milestone assessments, and mentor evaluation	Provide feedback from relevant module coursework and fieldwork activities
Module Assessments	• Complete milestone assessments on schedule • Schedule milestone assessment and manager debrief 1:1s within assigned timeframe	Grade milestone assessments based on assigned rubrics	Support skill gaps and action plans
Final Job Readiness Assessment + Action Plan	N/A	Complete final job Readiness Assessment + and make personalized Noogler Action Plan with mentor	Complete final job Readiness Assessment + and make personalized Noogler Action Plan with manager
Equity & Inclusion		• Set clear onboarding expectations & roadmap • Thoughtful mentor pairings • Golden hour (link) conversations	Help incorporate Noogler into KS+ community

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CHAPTER 3

Noogler Ramp Expectations

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Noogler Ramp Expectations

Watch this video ramp expectations

Pre/On Target	Onboarding Experience	Measurement
Pre-Target	Google Sales School	GSS Assessments
	Noogler Essentials	Five Noogler Essentials Milestone Assessment ● Manager Feedback and skill gap analysis to assess job readiness Final Noogler Essentials Job Readiness Assessment with corresponding personalized Noogler action plan for first quarter on target
On-Target within Pod	Noogler is on target, so they will have assigned accounts. Onboarding will occur more commonly within the pod as this point. Manager performance feedback	First Quarter on Target Regional Noogler Standards (slide 12) ● Contact Rate ● Pitch Rate ● Adoption Rate ● UAA Win Rate Check-ins on personalized Noogler action plan created from Final Job Readiness assessment

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CHAPTER 4

Noogler Timeline Overview

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GCS Noogler Essentials

What is Kickstart+ Noogler Essentials?

Noogler Essentials is designed to accelerate your job-readiness with program-specific trainings that advance the foundations you built in Google Sales School (GSS).

Through a series of modules, you'll:

- gain deeper **product knowledge**
- explore the **sales process**
- and extensively practice your **sales skills**.

With each stage of your seller journey, your manager and mentor will be there to provide support and feedback!

Note: NBS Nooglers in GCS will attend 'NBS Academy' during the time that 'Get to Know Google Solutions' will run. Nooglers will be calendared as relevant, but please reach out with any questions.

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Noogler Timeline

3 Phases, 5 Modules

Week #0: Noogler starts at Google

Google Sales School Week 1-6

Phase 1: Orient to Kickstart+

Week #1 Module 1: Program Foundations

- **Focus:** Learning about the Foundational elements of KS+

Milestone assessment 1

Week #2 Module 2: Customers we work with

- **Focus:** Learning about the customer nuances, relationships, and outreach flow for each of our acquisition channels

Milestone assessment 2

Phase 2: Go-Pro with Google Solutions

Week #3 Module 3: Product Excellence

- **Focus:** Product Excellence; building and optimizing for each marketing objective.

Milestone assessment 3

Phase 3: The KS+ Sales Process

Week #4 Module 4: Customer Calls & Operational Excellence

- **Focus:** Call planning centered around customer success and Google incentives, finessing customer call flow, and working with partner teams

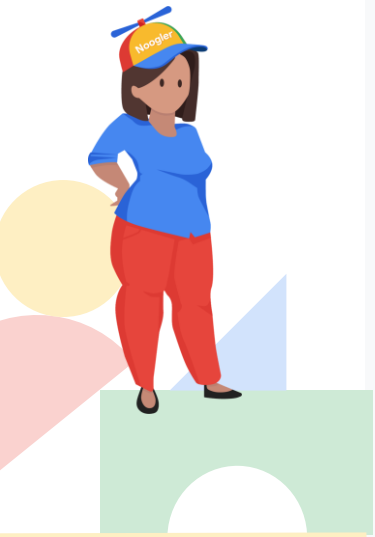
Milestone assessment 4

Week #5 Module 5: Customer Growth

- **Focus:** Put it all together with the Ads Growth Formula and customer digital sophistication

Milestone assessment 5

Noogler Start Date



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CHAPTER 5

Noogler's Week 0 At Google

- ✓Meet Your Noogler Mentee
- ✓Prepare and Expectation Setting with Noogler / Manager / Mentor

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Welcome the Noogler to Kickstart+

Pre-Google Sales School

1. The Noogler's manager will assign you to a Noogler mentee prior to their start date at Google.

2. The Noogler's manager will schedule a 1:1 with you, the mentor, to discuss roles and responsibilities, expectations, and timeline.

3. **Meet Your Noogler:**
   - Set up a 1:1 to introduce yourself and welcome the Noogler to Google
   - Review their onboarding path: Google Sales School + Noogler Essentials
     **Note: their manager will do the same, so be sure to answer any outstanding questions*
   - Fun Activity: Schedule something fun with the Noogler to build community
     - Coffee, breakfast, lunch, meet the team, etc.

4. **Noogler / Manager / Mentor Kickoff Call**
   - Your manager will schedule a 30m call for "KS+ Noogler Essentials Kickoff" with Noogler, manager, mentor. Manager leads the call.
   - Reiteration of roles and responsibilities for each party
   - Overview of Noogler's next step
     - GSS
     - Noogler Essentials
   - Answer any outstanding questions

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The Noogler will be in Google Sales school for the next ~5-6 weeks. You will revisit this workbook upon Nooglers' completion of Google Sales School.

Proceed to Week 1 of Noogler Essentials, Foundation of Kickstart+

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CHAPTER 6

Noogler Essentials Begins

- ✓ Course 1 + Fieldwork with Mentor support
- ✓ Course 2 + Fieldwork with Mentor support
- ✓ Course 3 + Fieldwork with Mentor support
- ✓ Course 4 + Fieldwork with Mentor support
- ✓ Course 5 + Fieldwork with Mentor support

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Week #1

MODULE 1

Foundations of KS+

Learning about the foundational elements of KS+

Key mentor's objectives:

- ✓ Intro the Noogler to KS+ via Fieldwork
- ✓ Use network to help Noogler with assigned call shadows via fieldwork

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Foundations of KS+

Learning about the Foundational elements of KS+

Chapter 1: Learning Foundations of Kickstart+

Onboarding to KS+ expectations setting
- What to expect through Noogler Essentials

Google's Evaluation Process: GRAD
- Explain Google's performance evaluation philosophy and process (individual + pod metrics, GRAD)

GRAD: KS+ Performance Evaluation
- Explain the performance evaluation metrics for sellers in KS+ (core vs GBO vs PGAs)

KS+ Customer Relationships
- Customer relationship and best practice on call volume and outcomes

Ads Growth Formula Intro
- Intro to the AGF: How we work with our customers

Introduce Yourself & Ads Growth Formula
- Intro to the role: How we introduce ourselves (fun)

Account Assignments
- Understand how Account assignment works (New Q3 2022 model)

COURSE 1: Milestone assessment

FIELDWORK REQUIRING MENTOR ENABLEMENT

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← Course 1: Foundations of KS+

Chapter 1:

Learning Foundations of Kickstart+

Welcome to Noogler Essentials

Welcome to the Team

15 minutes

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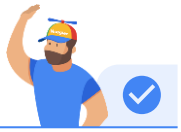
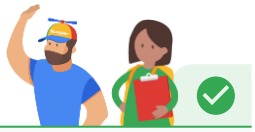
This is the Noogler's training path.

Learning Path / To Do's



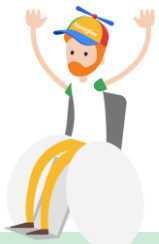
- Watch **Welcome to Kickstart+ Noogler Essentials**
- Watch **Welcome to KS+ Hype live session**

Fieldwork:
Mentor Involvement



Welcome to the team!

- **Set up some time** with sellers and manager on your regional KS+ team to get to know each others.
- **Use the in-office days** to get coffee, go on a walk, get a tour of your office, go to lunch, and learn more about your teammates. Enjoy!



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Chapter 1:
Learning Foundations of Kickstart+
Customer Relationships

30 minutes

Learning Objectives

By the end of this module, you will be able to:

- Understand what is expected with customer relationship and best practice on call volume and outcomes

No AI for Mentors
This is the Noogler's training path.

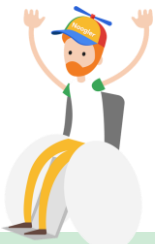
Learning Path / To Do's

- Watch KS+ Customer Relationships Best Practices:
  - EMEA, Brendan Turner
  - AMER, Ryan Musso
  - APAC, Carmen Siu

Fieldwork:
Mentor Involvement

Now that you've learned about the intro to our program, it's time to get a closer look at how your teammates schedule their days and weeks for optimal performance.

- Set up a 1:1 with your mentor and interview them about their current book of business and how they plan their week + customer calls.
- Take notes in workbook. Make sure to fill in the notes on the Fieldwork section of your workbook.



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← Course 1: Foundations of KS+

Chapter 1:
Learning Foundations of Kickstart+
Introducing Yourself

30 minutes

Learning Objectives

By the end of this module, you will be able to:

- Understand the Ads Growth Formula and how we use this to partner with our customers Intro to the AGF: how we work with our
- Introduce yourself on a call to a customer

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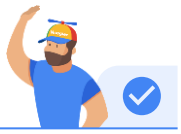
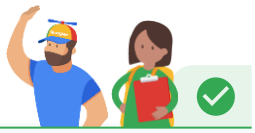
This is the Noogler's training path.

Learning Path / To Do's



- Watch: Ads Growth Formula for Google Customer Solutions
- Watch: Ads Growth Formula Intro
  - Alex Kelsen, KS+ AMER. Deck HERE
- Watch Introduce Yourself:
  - To an NBS NBS customer
  - To an SSU SSU customer
  - To an Agency customer

Fieldwork:
Mentor Involvement



Now that you know a bit more about the role of a Kickstart+ rep, the Ads Growth Formula that we use with our customer journey, and how we introduce ourselves, is your turn!

Partner with either you mentor or another Noogler, and set up time to alternate your "practice intro." Give each other feedback, as you will be asked to do this again for your Milestone assessment 1, graded by your manager.

- Be sure to include elements of the Ads Growth Formula in your intro

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Week #2

MODULE 2

Customers We Work With

Learning about the customer nuances, relationships, and outreach flow for each of our acquisition channels

Key mentor's objectives:

- ✓ Use network to help Noogler with assigned call shadows via fieldwork
- ✓ Share active CIDs for Noogler fieldwork

Customers We Work With

Learning about the customer nuances, relationships, and outreach flow for each of our acquisition channels

Chapter 1: Assisted Sign Ups (ASU)

Internal Sync
- Conduct an internal sync with NBS to understand customer MOs, media plan, and launch plan

Intro Call
- Conduct an NBS intro call to ensure handoff excellence

Launch Call
- Conduct an NBS launch call with proper expectation setting and customer centric selling

Pipeline
- Working with NBS: pipeline management, deal pacing, working together

Chapter 2: Self-Sign Ups (SSU)

Outreach
- Outreach 101
- Uncovering Contacts

Outreach Messages
- Craft and deliver tailored outreach messages

Discovery Call
- Host a discovery call uncovering customer MOs

SSU Operational Excellence
- Identify workflow & organizational strategies for maintaining required volume of outbound efforts

Chapter 3: Agency Partners (3P)

Working with Agencies 101
- Leverage all tools available for agency and customer contactability
- Navigate the specifics of an Agency world: mapping, stakeholders, value-adds, etc.
- Craft and deliver tailored outreach messages based on agency best practices
- Host a discovery call uncovering agency + customer MOs

COURSE 2: Milestone assessment

FIELDWORK REQUIRING MENTOR ENABLEMENT

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← Course 2: Customers We Work With

Chapter 1:
Assisted Sign Ups (ASU)
Internal Communication

45 minutes

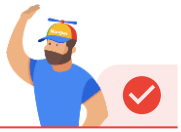
Learning Objectives

By the end of this module, you will be able to:

- Conduct an internal sync with NBS to understand customer MOs, media plan, and launch plan

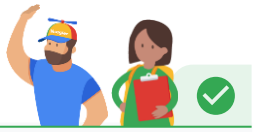
No AI for Mentors
This is the Noogler's training path.

Learning Path / To Do's



- Watch: Intro to Working with NBS
- Review: Working with NBS 101
- Review: NBS/ KS R&Rs training
- Watch: Mock Internal Sync
  - AMER: John Larson (KS+), Eliza Lukens-Day (NBS) Scenario
  - Tip: Watch at 1
- AMER: Review the Deal hand off training

Fieldwork:
Mentor Involvement



Now that you've learned about how we work with NBS, it's time to get a closer look at live NBS and KS+ partnered calls.

- Work with your mentor to get on one of three NBS calls:
  - Internal sync

- Make sure to fill in the notes on the Fieldwork section of your workbook. Review any outstanding questions you have from this shadow session(s) with your mentor.

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← Course 2: Customers We Work With

Chapter 1:
Assisted Sign Ups (ASU)
NBS Intro Call

25 minutes

Learning Objectives

By the end of this module, you will be able to:

- Conduct an NBS intro call to ensure handoff excellence

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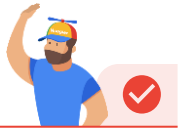
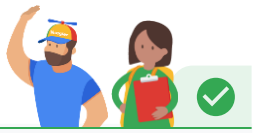
Learning Path / To Do's



- Watch: Mock NBS Customer + KS+ Rep Intro Call
  - AMER: John Larson (KS+) + Eliza L (NBS) Scenario

Fieldwork:
Mentor Involvement



Now that you've learned about how we work with NBS, it's time to get a closer look at live NBS and KS+ partnered calls.

- Work with your mentor to get on one of three NBS call (bonus if you can shadow more than one type!):
  - NBS customer intro call

- Make sure to fill in the notes on the Fieldwork section of your workbook. Review any outstanding questions you have from this shadow session(s) with your mentor.

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← Course 2: Customers We Work With

Chapter 1:
Assisted Sign Ups (ASU)
NBS Launch Call

30 minutes

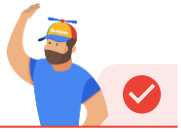
Learning Objectives

By the end of this module, you will be able to:

- Conduct an NBS launch call with proper expectation setting and customer centric selling

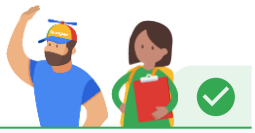
No AI for Mentors
This is the Noogler's training path.

Learning Path / To Do's



- Watch: Mock NBS Customer + KS+ Rep Launch Call
  - AMER: John Larson (KS+) + Eliza L (NBS) Scenario

Fieldwork:
Mentor Involvement



Now that you've learned about how we work with NBS, it's time to get a closer look at live NBS and KS+ partnered calls.

- Work with your mentor to get on one of three NBS calls:
  - NBS launch call

- Make sure to fill in the notes on the Fieldwork section of your workbook. Review any outstanding questions you have from this shadow session(s) with your mentor.

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← Course 2: Customers We Work With

Chapter 2:
Self-Sign Ups (SSU)
Uncovering Contacts

45 minutes

Learning Objectives

By the end of this module, you will be able to:

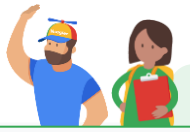
- Understand strategies & resources for finding correct POCs for Google Ads accounts and company org structure

No AI for Mentors
This is the Noogler's training path.

Learning Path / To Do's

- Watch: Intro to Uncovering Customer Contact Information
- Review: SSU Playbook, section 2 Finding Contacts
- **Practice:** Demonstrate ability to uncover customer contact information
  - Lesson Plan Here
- Review: Find the Right POC workflow recording if additional guidance is needed

Fieldwork:
Mentor Involvement



Now that you've learned the methods to uncover SSU customer contact information, it's time to practice this skill.

- Ask your mentor for 2 of their SSU accounts, and the corresponding CIDs. For each account, find at least 2 email addresses and 1 phone number that you could use for outreach. Share back to your mentor.

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← Course 2: Customers We Work With

Chapter 2:
Self-Sign Ups (SSU)
Outreach Messages

30 minutes

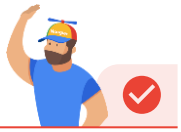
Learning Objectives

By the end of this module, you will be able to:

Craft and deliver tailored outreach messages

No AI for Mentors
This is the Noogler's training path.

Learning Path / To Do's



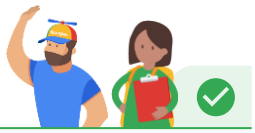
Watch: Intro to Outreach Messages

Review: SSU Playbook, Section 3, Reaching Out

Review: First Touch Email Examples

Practice: Customer Outreach: Email
- Lesson Plan Here

Fieldwork:
Mentor Involvement



Now that you've learned the methods to craft an effective SSU customer outreach email, it's time to practice this skill.

Using the 2 SSUs that you found contacts for in the lesson prior, draft 2 effective first-touch email outreaches. Be sure to include a strong introduction, call to action, include your expertise, and personalize the message. Share these messages with your mentor for feedback.

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Chapter 2:
Self-Sign Ups (SSU)
SSU Discovery Calls

45 minutes

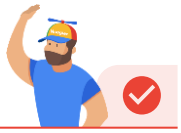
Learning Objectives

By the end of this module, you will be able to:

- Host a Discovery Call with Self-Sign Up Customer
- Use effective questioning to uncover customer marketing objectives and KPIs
- Wrap up the discovery call with next steps

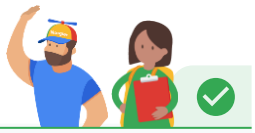
No AI for Mentors
This is the Noogler's training path.

Learning Path / To Do's



- Watch: Intro to Discovery Simulation
- Familiarize yourself with these effective questions to uncover MOs:
  - Acquisition Effective Questioning
- **TEST YOUR SKILLS:** Sign up for a Simulated Discovery Call with PopKicks.
  - Review Pre-Read
  - Prepare your call flow
  - Record the call
  - Share the recorded call with your manager for feedback

Fieldwork:
Mentor Involvement



Now that you've learned all key elements of the SSU Outreach process, it's time to shadow some of your teammates.

- Work with your mentor to shadow 2 SSU Intro/Discovery calls in your region. Make sure to look for the key elements of a Discovery Call, and make notes in your workbook.

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Week #3

MODULE 3

Product Excellence

Product Excellence; building and optimizing for each marketing objective.

Key mentor's objectives:

- Use network to help Noogler with assigned call shadows via fieldwork
- Share active CIDs for Noogler fieldwork

Product Excellence

Product Excellence; building and optimizing for each marketing objective.

Chapter 1: Marketing Objective Refresher

MO Refresher

- MO Refresher: Re-introduce uncovering marketing objectives

Chapter 2: Building for MO

Build for Lead Gen

- Build Google Ads campaigns for Lead Gen customers (search, upper funnel if necessary)

Build for Online Sales

- Build Google Ads campaigns for Online Sales customers (search, shopping, upper funnel if necessary)

Build for Offline Sales

- Build Google Ads campaigns for Online Sales customers (search, shopping, upper funnel if necessary)

Build for Awareness

- Build Google Ads campaigns for Awareness customers

Chapter 3: Navigating

Google Ads

- Locate key features in the interface and articulate the function of each of them

Smart Bidding

- Smart Bidding, Value Bidding

Optiscore / AAR

- Optiscore / AAR

Spotting Opportunities for Impact

- Spot account opportunities for improvement through optimization & launch, as it relates to incentives (points + UAAs)

Logging Offerings in Connect Sales

- Compliantly log offerings in connect sales based on opportunities available in the account.

COURSE 3: Milestone assessment

FIELDWORK REQUIRING MENTOR ENABLEMENT

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← Course 3: Product

Chapter 2:
Building for Lead Generation

75 minutes

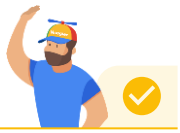
Learning Objectives

By the end of this module, you will be able to:

- Build Google Ads campaigns for Lead Gen customers (search, upper funnel if necessary)

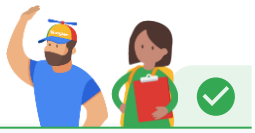
No AI for Mentors
This is the Noogler's training path.

Learning Path / To Do's



- Watch Intro to Building for Lead Gen video
- Review: GCS Sales Hub: Lead Gen
- Review: Generate Leads Customer Journey deck
- Complete Building Search Campaigns simulation
- Practice Lesson: Build for Lead Gen MO

Fieldwork:
Mentor Involvement



Now that you have practice campaign types and builds for lead gen, it's time to shadow a KS+ teammate for a lead gen customer build.

- Your mentor will help you find a teammate (or multiple!) that you can shadow. Feel free to use your team's Google chat to ask around.
- Make sure to look for the key elements of a lead-gen build, and make notes in your workbook.

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Chapter 2:
Building for Online Sales

75 minutes

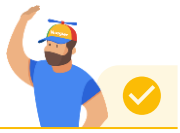
Learning Objectives

By the end of this module, you will be able to:

- Build Google Ads campaigns for Online Sales customers (search, shopping, upper funnel if necessary)

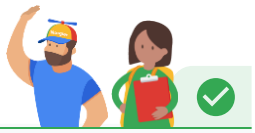
No AI for Mentors
This is the Noogler's training path.

Learning Path / To Do's



- Watch Intro to Building for Online Sales
- Review: GCS Sales Hub Online Sales
- Review: Online Sales Customer Journey Deck
- Review: Performance Max deck
- Complete the eLearning for Smart Bidding
- Complete Build for Online Sales Lesson Plan
- Review: Campaign creation overview if more guidance is needed

Fieldwork:
Mentor Involvement



Now that you have practice campaign types and builds for online sales, it's time to shadow a KS+ teammate for an online sales customer build.

- Your mentor will help you find a teammate (or multiple!) that you can shadow. Feel free to use your team's Google chat to ask around.
- Make sure to look for the key elements of an online sales build, and make notes in your workbook.

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← Course 3: Product

Chapter 2:
Building for Offline Sales

75 minutes

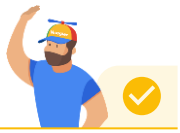
Learning Objectives

By the end of this module, you will be able to:

- Build Google Ads campaigns for Offline Sales customers

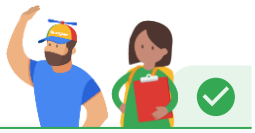
No AI for Mentors
This is the Noogler's training path.

Learning Path / To Do's



- Watch Intro to Building for Offline Sales
- Review: GCS Sales Hub Offline Sales
- Review: Online Sales Customer Journey Deck
- Complete the eLearning for Smart Bidding
- Complete Build for Offline Sales Lesson Plan

Fieldwork:
Mentor Involvement



Now that you have practice campaign types and builds for offline sales, it's time to shadow a KS+ teammate for an offline sales customer build.

- Your mentor will help you find a teammate (or multiple!) that you can shadow. Feel free to use your team's Google chat to ask around.
- Make sure to look for the key elements of an offline sales build, and make notes in your workbook.

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Chapter 2:
Building for Awareness

75 minutes

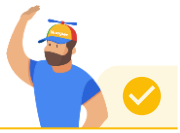
Learning Objectives

By the end of this module, you will be able to:

- Build Google Ads campaigns for Awareness customers

No AI for Mentors
This is the Noogler's training path.

Learning Path / To Do's



- Watch Intro to Building for Awareness
- Review: GCS Sales Hub Awareness
- Review: Awareness Customer Journey Deck
- Complete the eLearning for Video Awareness Campaign
- Complete Build for Awareness Lesson Plan

Fieldwork:
Mentor Involvement

Now that you have practice campaign types and builds for Awareness, it's time to shadow a KS+ teammate for an Awareness customer build.

- Your mentor will help you find a teammate (or multiple!) that you can shadow. Feel free to use your team's Google chat to ask around.
- Make sure to look for the key elements of an awareness sales build, and make notes in your workbook.

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Chapter 3:
Smart Bidding, Value Based Bidding

60 minutes

Learning Objectives

By the end of this module, you will be able to:

Understand and articulate the definition and use cases of Smart Bidding as it relates to Google Ads
- tCPA
- tROAS
- Maximize Conversions
- Maximize Conversion Value

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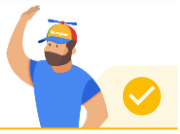
Learning Path / To Do's



Review: Smart Bidding deck

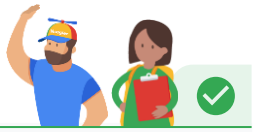
Attend: Automated Bidding Live Session

Attend: Value Based Bidding Live Session

Complete: Measurement Foundations eLearning

Watch: Spark Video GCS Privacy

Fieldwork:
Mentor Involvement



Now that you have learned about Smart Bidding as it relates to Google Ads, it's time to practice spotting Smart Bidding strategies live.

Ask your mentor to send you 5 accounts via the Connect Sales link.

For each of the account, review the current bidding strategies, and using what you've learned about Smart Bidding, make notes.
- Note what bidding is being used
- Note if you'd recommend another bidding strategy
- Note why you'd recommend another bidding strategy **OR** why you recommend keeping the current bidding strategy

Fill this information in on the next page in your workbook.

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Chapter 3:
Optiscore / AAR

45 minutes

Learning Objectives

By the end of this module, you will be able to:

- Explain the Optiscore / AAR strategy

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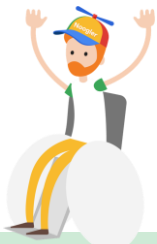
This is the Noogler's training path.

Learning Path / To Do's

- Watch: Intro to Optiscore
- Review: AAR workflow videos
- Review: AAR Objection Handling
- Complete Optiscore eLearning
- Test Your Knowledge via the Optiscore Simulations. Note - use the drop down function for all of the elements below:
  - RSA
  - tCPA
  - tROAS
  - Max Conversion
  - Budgets
  - Dynamic Search Ads
  - Keywords



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← Course 3: Product

Chapter 3:
Optiscore / AAR

45 minutes

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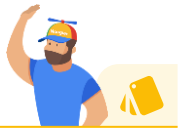
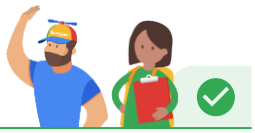
Resources



- Review: AAR 101 Deck
  - Bookmark for future use!
- Review: go/pitchoptiscore
  - Bookmark for future use!
- Review: go/pitch-AAR
  - Bookmark for future use!

Fieldwork:
Mentor Involvement



Now that you've learned about AAR and Optiscore, it's time to practice!

For this fieldwork, ask your mentor to send you 2 live accounts that are currently in their book. Make a list of the AAR or Optiscore you'd pitch to the customer, and why. Fill this in to the workbook on the next page.

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← Course 3: Product

Chapter 3:
Spotting Opportunities in Google Ads

60 minutes

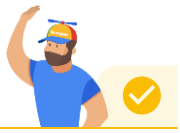
Learning Objectives

By the end of this module, you will be able to:

- Explain the Spotting Opportunities for Impact
- Spot account opportunities for improvement through optimization & launch, as it relates to incentives (points + UAAs)
- Log offerings in Connect Sales

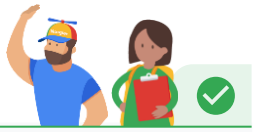
No AI for Mentors
This is the Noogler's training path.

Learning Path / To Do's



- Watch: Intro to spotting opportunities for impact video
  - Rafael Ibrahim, KS+ LATAM
- Attend **Spotting Opportunities for Impact live sessions**
- Review: UAA and Points Max Out Guide
- Complete: Optimize Google Search Ads eLearning

Fieldwork:
Mentor Involvement



Now that you've learned about Spotting Opportunities in Google Ads, it's time to practice! Use this lesson and the Logging Offerings in Connect Sales (next) for this fieldwork.

For this fieldwork, ask your mentor to send you 2 live accounts that are currently in their book. Make a list of the optimizations and corresponding Connect Sales product pitches that you would log.

**Note, complete the Logging Offerings in Connect Sales section first.*

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Chapter 3:
Logging Offerings in Connect Sales

60 minutes

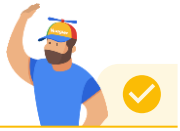
Learning Objectives

By the end of this module, you will be able to:

- Understand compliance around pitching solutions and logging offerings in Connect Sales
- Log offerings in Connect Sales
- Troubleshoot offerings in Connect Sales

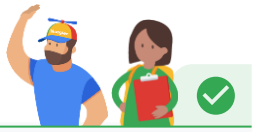
No AI for Mentors
This is the Noogler's training path.

Learning Path / To Do's



- Review: Pitching & Logging 101
- Bookmark: GCS Sales Hub Productivity Incentives
  - Q2'22 Quarterly Productivity Incentives
- Watch: How to log offerings in Connect Sales
  - Sho Tsuyuki, KS+ AMER
- Complete: Logging Points Simulation
- Bookmark: Points & Offering Helps Center

Fieldwork:
Mentor Involvement



Now that you've learned about Spotting Opportunities in Google Ads, it's time to practice! Use this lesson and the Spotting Opportunities in Google Ads (previous) for this fieldwork.

For this fieldwork, ask your mentor to send you 2 live accounts that are currently in their book. Make a list of the optimizations and corresponding Connect Sales product pitches that you would log. Fill this in to the workbook on the next page.

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Week #4

MODULE 4

Customer Calls & Operational Excellence

Call planning centered around customer success and Google incentives, finessing customer call flow, and working with partner teams

Key mentor's objectives:

- ✓ Use network to help Noogler with assigned call shadows via fieldwork
- ✓ Share active CIDs for Noogler fieldwork

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Table of contents

Customer Calls and Operational Excellence

Call planning centered around customer success and Google incentives, finessing customer call flow, and working with partner teams

CUSTOMER CALLS

Chapter 1: Pre-Call Planning

Pre-Call Plan

- Take skills learned in spotting opportunities for impact and and conduct a pre-call plan for upcoming pitch

Forecasting Points

- Forecast projected points for adopted tasks and prioritize top opportunities (that fit estimated customer MO) in pre-call plan

Chapter 2: Call Flow

Structure / Effective Questioning / Implementation / Next Steps

- Effectively structure call for maximum customer impact & points payout (goal is to be able to do everything in 30 minutes)
- Deliver efficient/effective intro & questioning - quickly get info they need to execute on pitch
- End call with implementation of solution and tying back to customer MOs
- Set stage for next steps/follow-up

COURSE 4: Milestone assessment

OPERATIONAL EXCELLENCE

Chapter 3: Operational Excellence

Forecasting

- Use KS+ specific forecasting tools for all metrics (regional specific)

Logging Compliance

- Demonstrate the steps, practices, and compliance around logging meetings & tasks (points) ex: auth form

Book Prioritization

- Demonstrate opportunity-based book prioritization

Chapter 4: Partner Teams

Olympus

- Navigate to go/olympus chat for technical questions

Tag Team

- File a tag team case based on customer need

PSA

- Navigate to and sign up for PSA office hours

FIELDWORK REQUIRING MENTOR ENABLEMENT

Chapter 1:
Sales excellence
Pre-Call Planning, Forecasting Points

30 minutes

Learning Objectives

By the end of this module, you will be able to:

- Forecast projected points for adopted tasks and prioritize top opportunities (that fit estimated customer MO) in pre-call plan

No AI for Mentors
This is the Noogler's training path.

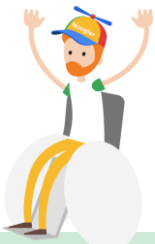
Learning Path / To Do's

Attend **Pre-Call Planning: Forecasting Points Live Sessions**

Fieldwork:
Mentor Involvement

Now that you've learned about spotting opportunities, pre-call planning, and forecasting points, it's time to put it all together.

- For this fieldwork, ask your mentor to send you one live account that are currently in their book. Familiarize yourself with the account, and fill in the pre-call plan document (Make a copy). Include at least 3 recommendations for your pre-call plan.
- Make sure to include your offering recommendation and the corresponding points possible to demonstrate your ability to accurately forecast points. Share back with your mentor so that they can use this for their future calls!



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Chapter 2:
Sales excellence
Call Flow, Pitch / Optimizations

45 minutes

Learning Objectives

By the end of this module, you will be able to:

- Effectively structure call for maximum customer impact & points payout (goal is to be able to do everything in 30 minutes)
- Deliver efficient/effective intro & questioning - quickly get info they need to execute on pitch
- End call with implementation of solution and tying back to customer MOs
- Set stage for next steps/follow-up

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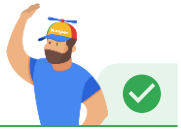
This is the Noogler's training path.

Learning Path / To Do's



- Watch: Intro To Call Flow
  - Review: Call Flow rubric
- Watch: Call Flow Best Practices
  - Adama Kay, KS+ AMER video 1
  - Adama Kay, KS+ AMER video 2
  - Adama Kay, KS+ AMER video 3
- Attend Call Flow: Effective Structure live session
- Review: Call flow assessment rubric
- **PRACTICE:** OLGA BUDDY ASSESSMENT

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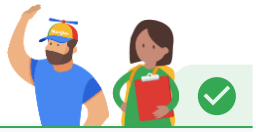
← Course 4: Customer Calls and Operational Excellence

Chapter 2:
Sales excellence
Call Flow, Pitch / Optimizations

45 minutes

Fieldwork:
Mentor Involvement



Shadowing customer calls is the best way to understand how our customer calls flow.

- For this fieldwork, Your mentor will help you find a teammate (or multiple!) that you can shadow for a customer optimization or check-in call. Listen for the steps of the call flow you just learned, and how the KS+ rep in your region navigates through the call.
- Fill out the workbook on the next page as you are shadowing the call.

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Chapter 3:
Operational Excellence
Regional Forecasting

60 minutes

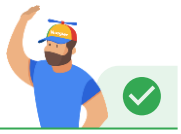
Learning Objectives

By the end of this module, you will be able to:

- Use KS+ specific forecasting tools for all metrics (regional specific)

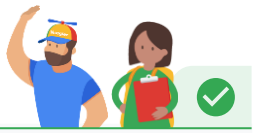
No AI for Mentors
This is the Noogler's training path.

Learning Path / To Do's



Attend **Operational Excellence: Forecasting live session**

Fieldwork:
Mentor Involvement



Now that you've learned about forecasting, it's time to watch it live in the form of pod meetings in your region.

For this fieldwork, Your mentor will help you find a pod meeting in your region to shadow. Be sure to observe how the pod reviews their forecasts, works together to make a plan for the week, and discusses current challenges or opportunities. Take notes on the next page in your workbook.

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Week #5

MODULE 5

Customer Growth

Put it all together with the Ads Growth Formula and customer digital sophistication

Key mentor's objectives:

- ✓ Use network to help Noogler with assigned call shadows via fieldwork
- ✓ Share active CIDs for Noogler fieldwork

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Customer Growth

Put it all together with the Ads Growth Formula and customer digital sophistication

Chapter 1: Internal insights & tools

Customer Opportunities

- Use internal tools for customer opportunities; keyword planner, performance planner, audience insights

Customer Analysis

- Use internal tools for customers' analysis; deep dive into Connect Sales - search benchmarks, collateral

Market Analysis

- Use internal tools for market analysis; wildcat, collaterals

PGA Planning

- Use internal tools for PGAs planning + pitching

Chapter 2: Winning with AGF

Framework

- Leverage the AGF deck and framework for various customer scenarios
- Connect each step of the growth formula with Google Ads solutions + optimizations

Chapter 3: Growth with Digital Sophistication

Growth with Digital Sophistication

- Identify customer's digital sophistication level
- Identify solutions to progress customer digital sophistication as it relates to marketing objectives
- Pitch solutions to customers to prepare them for future SSG team growth

COURSE 5: Milestone assessment

FIELDWORK REQUIRING MENTOR ENABLEMENT

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Chapter 1:
Internal Tools and Insights
Customer Opportunities

30 minutes

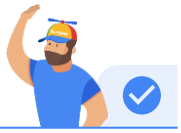
Learning Objectives

By the end of this module, you will be able to:

Use internal tools for customer opportunities; keyword planner, performance planner

No AI for Mentors
This is the Noogler's training path.

Learning Path / To Do's



Watch: Intro to Internal Tools for Customer Opportunities

Review: Keyword planner deck

Review: Performance Planner Deck

Bookmark: Objection Handling Chatbot

Fieldwork:
Mentor Involvement

Now that you've learned about using internal tools for customer opportunities, it's time to practice.

Ask your mentor for a customer CID. Using this CID, practice:

- Using keyword planner to unlock new keyword opportunities
- Use performance planning to unlock new opportunities

Make sure to fill in the notes on the Fieldwork section of your workbook. Review any outstanding questions with your mentor. Share this info with your mentor, as it might help them optimize or upsell their account!

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Chapter 1:
Internal Tools and Insights
Customer Analysis

30 minutes

Learning Objectives

By the end of this module, you will be able to:

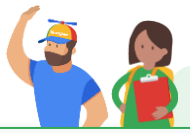
- Use internal tools for customers' analysis; deep dive into Connect Sales - search benchmarks, collateral

No AI for Mentors
This is the Noogler's training path.

Learning Path / To Do's

- Watch: **Connect Sales Collateral video**
  - Mina Song, KS+ APAC

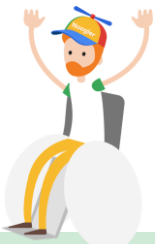
Fieldwork:
Mentor Involvement



Now that you've learned about using Connect sales for customer opportunities, it's time to practice.

- Using the same CID as the internal tools fieldwork:
  - Practice pulling Connect Sales collateral as demonstrated in the video.

- Make sure to fill in the notes on the Fieldwork section of your workbook. Review any outstanding questions with your mentor. Share this info with your mentor, as it might help them optimize or upsell their account!



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← Course 5: Customer Growth

Chapter 1:
Internal Tools and Insights
Market Analysis

30 minutes

Learning Objectives

By the end of this module, you will be able to:

Use internal tools for market analysis; wildcat, collaterals

No AI for Mentors
This is the Noogler's training path.

Learning Path / To Do's

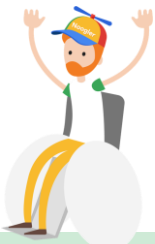
Watch: **How to use Wildcat for market analysis**
- Heejung Kim, KS+ APAC

Fieldwork:
Mentor Involvement

Now that you've learned about using Wildcat for customer market analysis, it's time to practice.

Using the same CID as the internal tools fieldwork:
- Practice pulling Wildcat data for customer market analysis as demonstrated in the video.

Make sure to fill in the notes on the Fieldwork section of your workbook. Review any outstanding questions with your mentor. Share this info with your mentor, as it might help them optimize or upsell their account!



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← Course 5: Customer Growth

Chapter 2:
Winning with Ads Growth Formula

60 minutes

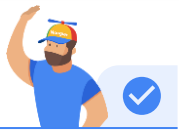
Learning Objectives

By the end of this module, you will be able to:

- Leverage the Ads Growth Formula deck and framework for various customer scenarios.
- Create an intro slide and talk track for future use with customers

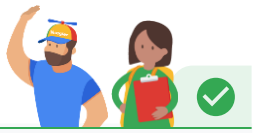
No AI for Mentors
This is the Noogler's training path.

Learning Path / To Do's



- Watch: Understanding the GCS Customer Journey
- Review: Ads Growth Formula Seller Workbook
  - Bookmark for future use!
- Review: Onboarding Guide
- Watch: Connect Sales Collateral video
  - Introduction to AGF with Kyra Brook (KS+ AMER)
  - Pre-Launch Call with Savannah Andre (KS+ AMER)
  - Expectation setting post launch with Waner Lang (KS+ AMER)
  - Expectation setting post launch with Dina Agalarova (KS+ AMER)
  - Optimization call with Ala Bughrara (KS+ AMER)

Fieldwork:
Mentor Involvement



Now that you've learned why the Ads Growth Formula is so important for KS+ and our customers, it's time to customize your own seller slide for future calls.

- Using the Onboarding guide, make a copy and customize the "Meet your Google partner" slide (slide 2) as an intro for your future customers.
- Record a Threadit video using your intro slide, introducing the Ads Growth Formula. Refer to Kyra's threadit video HERE. (0:00 - 2:34)
- Share the Threadit with your manager and your mentor for review.

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Chapter 3:
Growing with Digital Sophistication

45 minutes

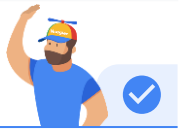
Learning Objectives

By the end of this module, you will be able to:

- Identify customer's digital sophistication level
- Identify opportunities to improve customer success via digital sophistication level improvement
- Identify solutions to progress customer digital sophistication as it relates to marketing objectives

No AI for Mentors
This is the Noogler's training path.

Learning Path / To Do's



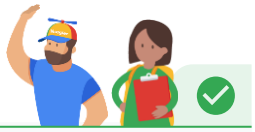
Attend **Preparing for digital Sophistication live session**

Watch: **"Digital Sophistication 101"**
- Brandon Cota, KS+ AMER

Review: **Getting to know Digital Sophistication Levels**

Review: **Digital Sophistication Dashboard**
- Bookmark for future use!

Fieldwork:
Mentor Involvement



Now that you've learned about Digital Sophistication in Google Ads, it's time to practice!

For this fieldwork, ask your mentor to send you 3 live accounts that are currently in their book. For each of the accounts, use what you learned from the DSL module to make notes on:

- Current Digital Sophistication Level
- Recommended optimizations to improve their digital sophistication level
- Justify your recommendations

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CHAPTER 7

Wrap Up

- ✓Wrap Up / Final Job Readiness Assessment + Action Plan
- ✓Regional Next Steps

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Manager / Mentor Final Assessment on Noogler Job Readiness

The final assessment for Noogler Job readiness will be done by the mentor and manager, together.

1. Set up a 1:1; mentor and manager
2. Using the [FINAL Noogler Essentials Kickstart+ Job Readiness Assessment](), grade the noogler on each skill they've learned over Noogler Essentials, based on your respectives roles in milestone assessments (manager) and fieldwork (mentor).
3. Using the assessment scores and score guidelines, put together a personalized action plan for the Noogler for their first quarter on target.
   - Include specific skills and competencies that they can work to improve
   - Include tasks and shadowing that will help them with job readiness

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Meeting Post-Noogler Essentials Recap + Action Plan

Noogler, Manager, Mentor

Final Noogler Job Readiness Assessment + Action Plan

- Congratulate the Noogler on finishing Noogler Essentials!
- Review Final Job Readiness Assessment scores
  - Noogler, Manager, Mentor
- Review personalized action plan for Noogler
  - Skills that the Noogler has excelled in
  - Skills that the Noogler needs to practice + defined plan to how they can practice
- Review next steps for check-in on Action Plan
- Discuss next steps for mentorship
  - If not in the same pod, on-target questions will flow through pod
  - If in the same pod, business as usual

Regional Next Steps for Noogler Onboarding

- Each region will have continuing onboarding experiences for the Nooglers, as currently defined by the team.
- Based on your region and your regional onboarding plan, discuss next steps with your Noogler.

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Congratulations!

Your Noogler Mentee has completed

Kickstart+ Noogler Essentials