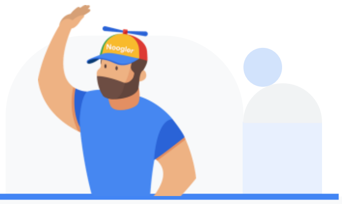
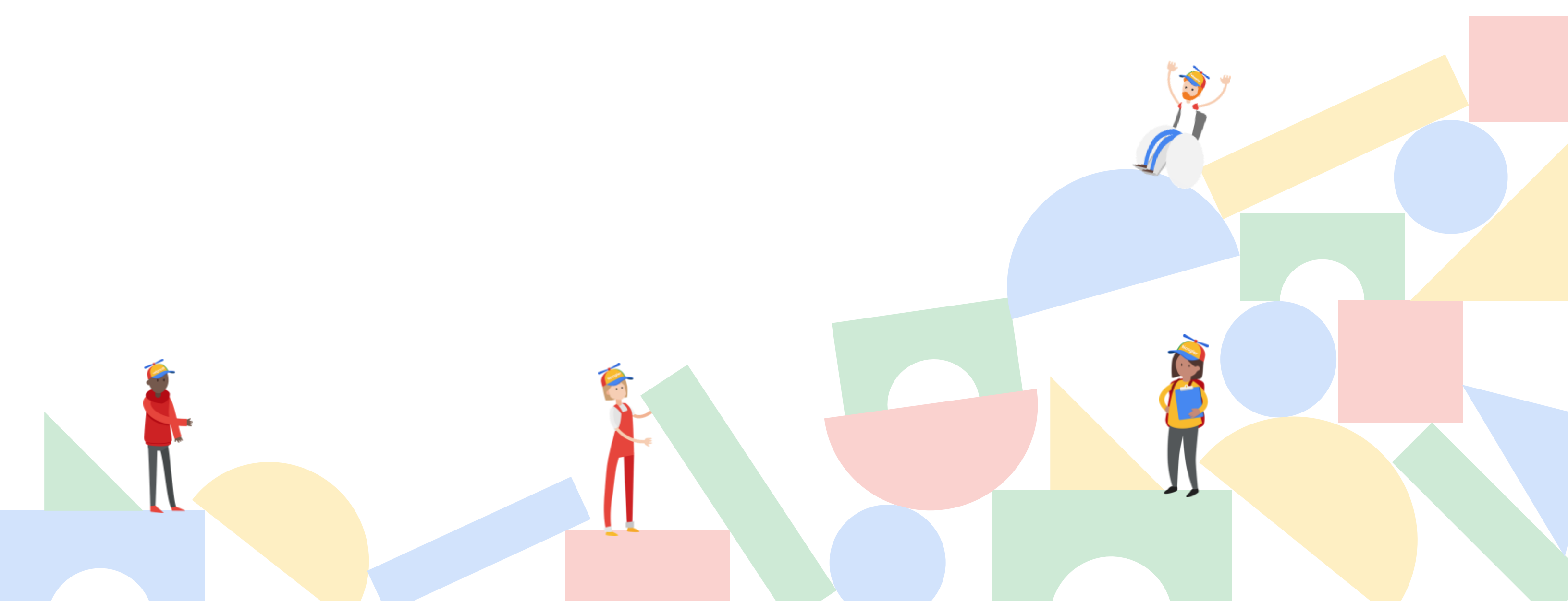
GCS Noogler Essentials



Noogler Workbook



How to use this workbook:

Watch this video: [Welcome to Noogler Essentials: Noogler]

This workbook will be the map for your next five weeks at Google.

Your learning path will be divided into **courses**, which you can find in the table of contents.

You will have a **milestone assessment** at the end of each course, to be graded by your manager.

In order to move to the next week of learnings, you will need to **complete your milestone** and **receive feedback from your manager.**

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

Watch [this intro video] to learn how to use this workbook

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.

Noogler Timeline

Noogler Essentials Kickoff

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

Table of Contents

Phase 2: Go-Pro with Google Solutions

Week #3 Module 3: Product Excellence

GO

→ **Chapter 1:** Marketing Objective Refresher

- MO Refresher

→ **Chapter 2:** Building for MO

- Build for Lead Gen
- Build for Online Sales
- Build for Offline Sales
- Build for Awareness

→ **Chapter 3:** Navigating

- Google Ads
- Smart Bidding
- Optiscore / AAR
- Spotting Opportunities for Impact
- Logging Offerings in Connect Sales

COURSE 3: Milestone assessment

Phase 3: Learn the KS+ Sales Process

Week #4 Module 4: Customer Calls and Operational Excellence

GO

→ **Chapter 1:** Pre-Call Planning

- Pre-Call Plan
- Forecasting Points

→ **Chapter 2:** Call Flow

- Structure / Effective Questioning / Implementation / Next Steps

COURSE 4: Milestone assessment

→ **Chapter 3:** Operational Excellence

- Forecasting
- Logging Compliance
- Book Prioritization

→ **Chapter 4:** Partner Teams

- Olympus
- Tag Team
- PSA

Week #5 Module 5: Customer Growth

GO

→ **Chapter 1:** Internal insights & tools

- Customer Opportunities
- Customer Analysis
- Market Analysis
- PGA Planning

→ **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

Roles and Responsibilities:

Noogler, Manager, Mentor **CVS TO MAKE VIDEO**

	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 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

Week #1

MODULE 1

Foundations of KS+

Learning about the foundational elements of KS+

To-Do:

- Schedule a 30m 1:1 at the end of the week with your manager for milestone assessment 1.
- Ask your manager for a CID for the assessment

Key Noogler objectives:

- Explain the Foundational elements of KS+
- Complete Milestone 1 with Manager

Foundations of KS+

Learning about the Foundational elements of KS+

Chapter 1: Learning Foundations of Kickstart+

DAY 1: Onboarding to KS+ expectations setting
- What to expect through Noogler Essentials

DAY 1: Google's Evaluation Process: GRAD
- Explain Google's performance evaluation philosophy and process (individual + pod metrics, GRAD)

DAY 1: GRAD: KS+ Performance Evaluation
- Explain the performance evaluation metrics for sellers in KS+ (core vs GBO vs PGAs)

DAY 2: KS+ Customer Relationships
- Customer relationship and best practice on call volume and outcomes

DAY 2: Ads Growth Formula Intro
- Intro to the AGF: How we work with our customers

DAY 3: Introduce Yourself: KS+ Seller
- Intro to the role: How we introduce ourselves (fun)

DAY 3: Account Assignments
- Understand how Account assignment works (New Q3 2022 model)

DAY 4 or 5: Course 1 Milestone assessment

← Table of contents

Week #1

MODULE 1

CHAPTER 1: Learning Foundations of Kickstart+

← back to Week 1

Chapter 1:
Learning Foundations of Kickstart+
Welcome to Noogler Essentials
Welcome to the Team

15 minutes

Do you want to give feedback on this section? Click here.

Learning Path / To Do's

- Watch **Welcome to Kickstart+ Noogler Essentials**
- Watch **Welcome to KS+**
    - John Sullivan, VP Global Acquisitions

Fieldwork

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!

Chapter 1:
Learning Foundations of Kickstart+
Google Performance Evaluation: GRAD

30 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

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

- Explain Google's performance evaluation philosophy and process (GRAD)

Learning Path / To Do's

- Attend **Google's Evaluation Process: GRAD live session** CHECK YOUR CALENDAR

Chapter 1:

Learning Foundations of Kickstart+

KS+ Seller Performance Evaluation

30 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

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

- Explain the performance evaluation metrics for sellers in KS+ (core vs GBO vs PGAs)
- Explain core metrics (35% points, 35% UAA, 30% Rev); PGAs

Learning Path / To Do's

- Attend **KS+ Core Metrics live session** CHECK YOUR CALENDAR

← Course 1: Foundations of KS+

Chapter 1:
Learning Foundations of Kickstart+
Customer Relationships

30 minutes

Do you want to give feedback on this section? Click here.

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

Learning Path / To Do's

Watch KS+ Customer Relationships Best Practices:

- EMEA, Brendan Turner
- AMER, Ryan Musso
- APAC, Carmen Siu

Fieldwork

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.

← Course 1: Foundations of KS+

Fieldwork: Learning Foundation of KS+

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.

ACTIVITY

30 minutes

Mentor

Prep Questions

1. How many account do they have?
    1. Are all accounts active?
    2. What kinds of accounts are they working with?
2. How many accounts are they trying to get in contact with?
3. How many calls do they have each week?
4. Are they hitting target as a pod?
5. If no, how do they work together to "fill the gap"
6. What advice do they have for you s you onboard to KS+?

1:1 Notes

Write your notes here:

Here

Chapter 1:
Learning Foundations of Kickstart+
Introducing Yourself & Ads Growth Formula

30 minutes

Do you want to give feedback on this section? Click here.

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

Learning Path / To Do's

- Watch: Ads Growth Formula for Google Customer Solutions
  - John Nicoletti, VP Global Product & Sales Activation
- Watch: Ads Growth Formula Intro
  - Alex Kelsen, KS+ AMER. Deck HERE
- Watch these videos on how we introduce ourselves for the following customers:
  - To an NBS NBS customer
  - To an SSU SSU customer
  - To an Agency customer

Fieldwork

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

← Course 1: Foundations of KS+

Chapter 1:
Learning Foundations of Kickstart+

40 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

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

- Understand how accounts will be assigned to you throughout the quarter, and when they will leave your books.

Learning Path / To Do’s

- Attend **Account assignments 101 live session** CHECK YOUR CALENDAR

COURSE 1: MILESTONE ASSESSMENT

It's now time to put your learning together from Course 1, Foundations of KS+, in the form of a milestone assessment.

For this assessment, you will practice your intro as a KS+ Seller. Follow the steps below, and send the recording to your manager for grading and feedback. Feel free to rewatch the intro videos for ideas. **You will be assessed following this rubric**.

30 minutes

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1. **PRE WORK:** Add Threadit as a chrome extension to record your video
2. **Pick a customer** - can be any business you'd like.
3. **Record a threadit video** of you "mock" introducing yourself to the customer:
    - **Outline** our program, goals, roles, expectations, etc.
    - **Introduce** the Growth Formula
4. **Share** the recording with your manager for grading and feedback.
5. **Set up** a 30m 1:1 with your manager to review your intro and feedback.

Week #2

MODULE 2

Customers We Work With

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

To-Do:

- Schedule a 45m 1:1 at the end of the week with your manager for milestone assessment 2.

Key Noogler objectives:

- Understand the different types of customer we work with on Kickstart+, and we handle customer communications for each
- Complete Milestone 2 with Manager

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)

DAY 1: Internal Sync
- Conduct an internal sync with NBS to understand customer MOs, media plan, and launch plan

DAY 1: Intro Call
- Conduct an NBS intro call to ensure handoff excellence

DAY 1: Launch Call
- Conduct an NBS launch call with proper expectation setting and customer centric selling

DAY 1: Pipeline
- Working with NBS: pipeline management, deal pacing, working together

Chapter 2: Self-Sign Ups (SSU)

DAY 2: Uncovering Contacts
- Understand strategies & resources for finding correct POCs for Google Ads accounts and company org structure

DAY 2: Outreach
- Outreach 101

DAY 3: Outreach
- Uncovering Contacts

DAY 3: Outreach Messages
- Craft and deliver tailored outreach messages

DAY 4: Discovery Call
- Host a discovery call uncovering customer MOs

DAY 4: SSU Operational Excellence
- Identify workflow & organizational strategies for maintaining required volume of outbound efforts

Chapter 3: Agency Partners (3P)

DAY 4: 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

DAY 5: Course 2 Milestone assessment

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Week #2

MODULE 2

CHAPTER 1:

Assisted Sign Ups (ASU)

back to Week 2

Chapter 1:
Assisted Sign Ups (ASU)
Internal Communication

45 minutes

Do you want to give feedback on this section? Click here.

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

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 1.5X speed
- AMER: Review the Deal hand off training

Fieldwork

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.

Fieldwork: Shadow NBS and KS+ Calls

Internal sync

Work with your mentor or your teammates to get onto the three types of NBS and KS+ partnered calls: 1) Internal sync 2) NBS customer intro call 3) NBS launch call. Make sure to listen for the following key themes below, and take you notes for what you learned.

ACTIVITY | 30 minutes

NBS Rep: note here
KS+ Rep: note here

Mentor

Prep Questions

1. What is the business model?
2. What is the customer MO?
3. What are the customer KPIs?
4. What Google Ads campaigns are being built for this customer's MO?
5. Did you notice anything that could be improved?
6. Biggest takeaway from the meeting?

1:1 Notes

Write your notes here:

Here

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

25 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

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

Conduct an NBS intro call to ensure handoff excellence

Learning Path / To Do’s

Watch: Mock NBS Customer Intro Call

- John Larson (KS+) + Eliza L (NBS, Claire (Mock Customer) Intro Call

Fieldwork

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 a call shadow for:

- 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.

Fieldwork: Shadow NBS and KS+ Calls

NBS Intro Call

Work with your mentor or your teammates to get onto the three types of NBS and KS+ partnered calls: 1) Internal sync 2) NBS customer intro call 3) NBS launch call. Make sure to listen for the following key themes below, and take you notes for what you learned.

ACTIVITY

30 minutes

NBS Rep: note here
KS+ Rep: note here

Mentor

Prep Questions

1. What is the customer POC's role at the company?
2. Is the POC the decision maker?
3. Is the customer MO defined? Is it confirmed by the customer?
4. Are key customer KPIs clear?
5. Did the KS+ rep clearly define next steps and expectations?
6. What Google Ads campaigns are being built for this customer's MO?
7. Did you notice anything that could be improved?
8. Biggest takeaway from the meeting?

1:1 Notes

Write your notes here:

Here

← Course 2: Customers We Work With

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

30 minutes

Do you want to give feedback on this section? Click here.

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

Learning Path / To Do’s

Watch: Mock NBS Launch Call

- John Larson (KS+) + Eliza L (NBS, Claire (Mock Customer) Launch Call

Fieldwork

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 a call shadow for:

- 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.

← Course 2: Customers We Work With

Fieldwork: Shadow NBS and KS+ Calls

NBS Launch Call

Work with your mentor or your teammates to get onto one (or more) of the three NBS and KS+ partnered calls: 1) Internal sync 2) NBS customer intro call 3) NBS launch call. Make sure to listen for the following key themes below, and take you notes for what you learned.

ACTIVITY | 30 minutes

NBS Rep: note here
KS+ Rep: note here

Mentor

Prep Questions

1. Is the customer MO defined? Is it confirmed by the customer?
2. Are key customer KPIs clear?
3. Did the KS+ rep clearly define next steps and expectations?
4. What Google Ads campaigns are being built for this customer's MO?
5. Did you notice anything that could be improved?
6. Biggest takeaway from the meeting?

1:1 Notes

Write your notes here:

Here

Chapter 1:
Assisted Sign Ups (ASU)
Working with NBS

15 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

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

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

Learning Path / To Do's

- Watch : Putting It All Together, NBS PIpeline and working together.

Fieldwork

- Schedule a 1:1 with an NBS rep to introduce yourself and ask questions about what you've learned. Make sure to include questions about their experience, tips for a good account transition, and anything else you'd like to know.

← Course 2: Customers We Work With

Fieldwork: Getting to Know NBS

Schedule a 1:1 with an NBS rep to introduce yourself and ask questions about what you've learned. Make sure to include questions about their experience, tips for a good account transition, and anything else you'd like to know.

ACTIVITY | 30 minutes

NBS Rep: note here

Mentor

Prep Questions

1. Can you take me through a day in the life of an NBS rep?
2. How is prospecting going? Where do you look to prospect?
3. How long does a typical sales cycle take for you?
4. What percent of your prospects turn to closed deals typically?
5. How do you best work with KS+?
6. Is there anything you've noticed that KS+ can improve on to make the customer handoff from KS+ to NBS better?

1:1 Notes

Write your notes here:

Here

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Week #2

MODULE 2

CHAPTER 2:

Self-Sign Ups (SSU)

← back to Week 2

← Course 2: Customers We Work With

Chapter 2:
Self-Sign Ups (SSU)
Outreach 101

60 minutes

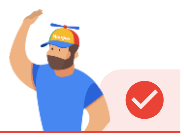
Do you want to give feedback on this section? Click here.

Learning Objectives

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

Understand the how and what behind outreach
- Different methods of outreach
- Different Customer profiles for outreach
- Outreach cadence for KS+

Learning Path / To Do's



Attend **SSU & Inbound: Outreach live sessions** CHECK YOUR CALENDAR

Review: Verbal and Email Outreach Deck

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

45 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

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

- Understand strategies & resources for finding correct POCs for Google Ads accounts

Learning Path / To Do's

- Watch: Intro to Uncovering Customer Contact Information
- Watch: Uncovering Contact Information 101
  - Camille Toussiant, KS+ EMEA
- 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

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.

Fieldwork: Finding Customer Contacts

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

ACTIVITY

20 minutes

Mentor

Account CID	Emails (2)	Phone Number
Account CID 1	Email 1	Phone Number 1
Account CID 1	Email 1	Phone Number 1

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

30 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

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

- Craft and deliver tailored outreach messages

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

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.

Fieldwork: Writing Outreach Emails

Using the 2 SSUs that you found contacts for in the lesson prior, draft 2 effective first-touch email outreaches. Share these messages with your mentor for feedback.

ACTIVITY

30 minutes

Mentor

Email 1 Draft

Noogler Writes Email here:

Here

Email 2 Draft

Noogler Writes Email here:

Here

← Course 2: Customers We Work With

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

45 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

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

- Prepare necessary information for a Discovery Call with Self-Sign Up Customer
- Prepare using effective questioning to uncover customer marketing objectives and KPIs

Learning Path / To Do’s

- Watch: Intro to preparing for Discovery Calls
- Review: Key Discovery Call Questions
- Review: Outreach Objection Handling Deck
- Familiarize Yourself with the Discovery Call Grading Rubric.
- Familiarize yourself with these effective questions to uncover MOs:
  - Acquisition Effective Questioning

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

45 minutes

Do you want to give feedback on this section? Click here.

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

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

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.

Fieldwork: Shadow SSU Discovery/Intro Calls

Shadow a SSU Intro/Discovery call in your region. Make sure to look for the key elements of a Discovery Call, and make notes in your workbook.

ACTIVITY

30 minutes

NBS Rep: note here

Mentor

Key Elements

1. Did the KS+ rep have a strong intro to themselves and the KS+ team?
2. Elements of expertise explained?
3. Were customer MOs uncovered?
    1. If so, were they measurable, time-bound, etc.?
4. Was there a call to action for collaboration with Google ?
5. Were next steps clearly defined?

Notes

Write your notes here:

Here

Chapter 2:

Self-Sign Ups (SSU)

SSU Outreach + Partnership Operational Excellence

15 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

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

- Identify workflow & organizational strategies for maintaining required volume of outbound efforts to hit performance targets

Learning Path / To Do's

- Watch: SSU & Inbound: SSU Operational Excellence Best Practices
  - Jacob Clark, KS+ AMER

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Week #2

MODULE 2

CHAPTER 3:

Agency Partners (3P)

back to Week 2

Chapter 3:
Agency Partners (3P)
Contactability for Agency

45 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

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

Leverage all tools available for agency and customer contactability. Deliver effective outreach to agency partners.

Learning Path / To Do's

Watch: Working with Agencies 101 with
- Mitchel Wubben, KS+ EMEA

Review: GCS Next: Working with Agencies Training Deck

COURSE 2: MILESTONE ASSESSMENT

It's now time to put your learning together from Course 2, Customer We Work With, in the form of a milestone assessment.

This assessment will be divided into two parts; outreach, and a mock discovery call.

Your manager will send you an account, and you will find contact information for the account. Then, you will have a mock discovery/intro call with your manager; you play the role of a KS+ rep, your manager is the customer. **You will be assessed following this rubric**.

60 minutes

Part A: Outreach

1. Your manager will send you a Google Ads CID.
2. Find at least 2 points of contact for the account (can be 2 emails, email + phone, etc.)
3. Draft an effective outreach email using what you learned in this course.
   - Note - include the 2 points of contact within the **body of the email** for your manager to see.
4. Send the email to your manager, as if they were the point of contact for the account.

Part B: Discovery/Intro Call with an SSU

1. Set up a 45m 1:1 with your manager.
2. 30m: Using what you learned in the discovery call trainings, play the role of the KS+ rep for the discovery call. Be sure to use effective questioning and follow the outline of the Discovery call rubric.
3. 15m: Debrief with your manager. They will be sharing the rubric as your feedback source.

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Week #3

MODULE 3

Product Excellence

Product Excellence; building and optimizing for each marketing objective. Spotting opportunities for impact via customer growth / optimization and Kickstart+ incentives.

To-Do:

- ✓ Schedule a 60m 1:1 at the end of the week with your manager for milestone assessment 3.

Key Noogler objectives:

- ✓ Understand and build the appropriate Google Ads product mix for each type of customer Marketing Objective
- ✓ Spot opportunities for Google Ads account and campaign improvement through optimization & launch, as it relates to Kickstart+ incentives (revenue, points + UAAs)
- ✓ Complete Milestone 3 with Manager

Product Excellence

Product Excellence; building and optimizing for each marketing objective.

Chapter 1: Marketing Objective Refresher

DAY 1: MO Refresher
- MO Refresher: Re-introduce uncovering marketing objectives

Chapter 2: Building for MO

DAY 1: Build for Lead Gen
- Build Google Ads campaigns for Lead Gen customers (search, upper funnel if necessary)

DAY 1: Build for Online Sales
- Build Google Ads campaigns for Online Sales customers (search, shopping, upper funnel if necessary)

DAY 2: Build for Offline Sales
- Build Google Ads campaigns for Online Sales customers (search, shopping, upper funnel if necessary)

DAY 2: Build for Awareness
- Build Google Ads campaigns for Awareness customers

Chapter 3: Navigating

DAY 3: Google Ads
- Locate key features in the interface and articulate the function of each of them

DAY 3: Smart Bidding
- Smart Bidding, Value Bidding

DAY 4: Optiscore / AAR
- Optiscore / AAR

DAY 4: Spotting Opportunities for Impact
- Spot account opportunities for improvement through optimization & launch, as it relates to incentives (points + UAAs)

DAY 4: Logging Offerings in Connect Sales
- Compliantly log offerings in connect sales based on opportunities available in the account.

DAY 5: Course 3 Milestone assessment

Table of contents

Week #3

MODULE 3

CHAPTER 1:

Marketing Objective Refresher

back to Week 3

← Course 3: Product

Chapter 1:
Marketing Objective Refresher

75 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

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

- Re-introduce uncovering marketing objectives (MO Refresher)

Learning Path / To Do's

- Watch: Intro to Marketing Objective Refresher Video
- Review: go/OnbMOGuide
  - Bookmark this for future use!
- Review: go/AcqMOQuestions
  - Bookmark this for future use!
- Take eLearning Course: Turning Business Objective into Marketing Objectives

Fieldwork

Now that you have refreshed your Marketing Objective questioning skills, it's time to practice!

- Using this lesson plan, test your skills on uncovering and writing a strong marketing objective for the customer, Apptopia.

Chapter 1:
Marketing Objective Refresher

75 minutes

Do you want to give feedback on this section? Click here.

Fieldwork

Marketing objective for the customer:

Write your strong marketing objective her. Be sure it is quantifiable, & time bound:

Here

← Table of contents

Week #3

MODULE 3

CHAPTER 2:

Building for:

- ✓ Lead Generation
- ✓ Online Sales
- ✓ Offline Sales
- ✓ Awareness

← back to Week 3

Chapter 2:
Building for Lead Generation

75 minutes

Do you want to give feedback on this section? Click here.

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)

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

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.

Fieldwork: Shadow Lead-Gen Campaign Builds

Shadow 1-2 lead gen account builds in your region. Make sure to look for the key elements of a lead gen account build, and make notes in your workbook.

ACTIVITY

30 minutes

Account Shadowed: note here

Mentor

Key Elements

1. What was the Google Ads product mix for the lead gen account?
2. Did anything surprise you about the KS+ rep's choice of campaigns?
3. What kind of keywords did the KS+ rep use?
4. What match type did the KS+ rep use for their keywords?
5. What bidding strategy did the KS+ rep use? Why was this their selection?
6. Did they use any "create demand" strategies?

Notes

Write your notes here:

Here

Chapter 2:
Building for Online Sales

75 minutes

Do you want to give feedback on this section? Click here.

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)

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

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.

Fieldwork: Shadow Online Sales Campaign Builds

Shadow 1-2 online sales account builds in your region. Make sure to look for the key elements of an online sales account build, and make notes in your workbook.

ACTIVITY

30 minutes

Account Shadowed: note here

Mentor

Key Elements

1. What was the Google Ads product mix for the online sales account?
2. Did anything surprise you about the KS+ rep's choice of campaigns?
3. What kind of keywords did the KS+ rep use?
4. What match type did the KS+ rep use for their keywords?
5. Did they use Performance Max? What was the asset mix?
6. What bidding strategy did the KS+ rep use? Why was this their selection?
7. Did they use any "create demand" strategies?

Notes

Write your notes here:

Here

← Course 3: Product

Chapter 2:
Building for Offline Sales

75 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

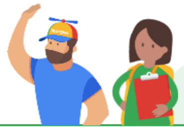
By the end of this module, you will be able to:

- Build Google Ads campaigns for Offline Sales customers

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



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.

Course 3: Product

Fieldwork: Shadow Offline Sales Campaign Builds

Shadow 1-2 offline sales account builds in your region. Make sure to look for the key elements of an online sales account build, and make notes in your workbook.

ACTIVITY

30 minutes

Account Shadowed: note here

Mentor

Key Elements

1. What was the Google Ads product mix for the offline sales account?
2. Did anything surprise you about the KS+ rep's choice of campaigns?
3. What kind of keywords did the KS+ rep use?
4. What match type did the KS+ rep use for their keywords?
5. Did they use Performance Max? What was the asset mix?
6. What bidding strategy did the KS+ rep use? Why was this their selection?
7. Did they use any "create demand" strategies?

Notes

Write your notes here:

Here

Chapter 2:
Building for Awareness

75 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

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

- Build Google Ads campaigns for Awareness customers

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

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.

Fieldwork: Shadow Awareness Campaign Builds

Shadow 1-2 offline sales account builds in your region. Make sure to look for the key elements of an online sales account build, and make notes in your workbook.

ACTIVITY | 30 minutes

Account Shadowed: note here

Mentor

Key Elements

1. What was the Google Ads product mix for the awareness account?
2. Did anything surprise you about the KS+ rep's choice of campaigns?
3. Did they use Performance Max? What was the asset mix?
4. What bidding strategy did the KS+ rep use? Why was this their selection?

Notes

Write your notes here:

Here

Table of contents

Week #3

MODULE 3

CHAPTER 3:

Navigating:

- ✓ Google Ads
- ✓ Smart Bidding
- ✓ Optiscore / AAR
- ✓ Spotting Opportunities for Impact
- ✓ Logging Offerings in Connect Sales

back to Week 3

← Course 3: Product

Chapter 3:
Navigating the Google Ads Interface

60 minutes

Do you want to give feedback on this section? Click here.

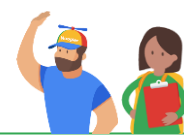
Learning Objectives

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

- Locate key features in the interface and articulate the function of each of them
- Spot account opportunities for improvement through Optiscore (high level)
- Know and understand the tools to check campaign set-up, best practices and performance and then subsequently up-sell

Learning Path / To Do's

- Watch: Navigating Google Ads Interface Intro Video
  - Brandon Thanh Do, KS+ EMEA
- Attend: **Navigating Good Ads Interface** Live Session CHECK YOUR CALENDAR



Fieldwork

Now that you have learned about navigating the Google Ads interface, it's time to show what you know via a Google Ads scavenger hunt

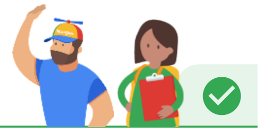
Ask your mentor to send you an account via the Connect Sales link. Complete the "Scavenger Hunt" question on the next page in your workbook.

Chapter 3:
Navigating the Google Ads Interface

60 minutes

Do you want to give feedback on this section? Click here.

Fieldwork



Scavenger Hunt: Navigating the Google Ads interface

Using the account that your mentor sent you, use what you learned in the Navigating the Google Ads Interface trainings to find the following things in the Google Ads account.

Fill in this page of the workbook with your finding.

- How many campaigns are running?
    - How many ad groups are in each campaign?
- What types of campaigns are running?
- Are there any columns that need to be added? If so, which ones?
- What conversions are being counted?

← Course 3: Product

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

Learning Path / To Do's

Review: **Smart Bidding deck**

Attend: **Automated Bidding** and **Value Bidding** Live Session CHECK YOUR CALENDAR

Complete: **Measurement Foundations eLearning**

Watch: **Spark Video GCS Privacy**

Fieldwork

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.

Fieldwork: Smart Bidding, Value Based Bidding

Now that you have learned about Smart Bidding as it relates to Google Ads, it's time to practice spotting Smart Bidding strategies live. 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
- If you'd recommend another bidding strategy
- Why you'd recommend another bidding strategy **OR** why you recommend keeping the current bidding strategy

ACTIVITY

30 minutes

Mentor

Account CID	Current Bidding Strategy	Suggested Bidding Strategy	Justification (Why)
Account CID 1	Write here	Write here	Write here
Account CID 2	Write here	Write here	Write here
Account CID 3	Write here	Write here	Write here
Account CID 4	Write here	Write here	Write here
Account CID 5	Write here	Write here	Write here

Chapter 3:
Optiscore / AAR

45 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

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

- Understand and articulate Optiscore and AAR, and when to use with our customers

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

Chapter 3:
Optiscore / AAR

45 minutes

Do you want to give feedback on this section? Click here.

Learning Path / To Do's

Review: AAR 101 Deck
- Bookmark for future use!

Review: go/pitchoptiscore
- Bookmark for future use!

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

Fieldwork

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.

Fieldwork: Optiscore / AAR

Make a list of the AAR or Optiscore you'd pitch to the customer, and why.

ACTIVITY

30 minutes

Account 1: note here
Account 2: note here

Mentor

Account 1	Optiscore Recommendations	Justification (Why)
Write here	Write here	Write here
	Write here	Write here

Account 2	Optiscore Recommendations	Justification (Why)
Write here	Write here	Write here
	Write here	Write here

Chapter 3:
Spotting Opportunities in Google Ads

60 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

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

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

Learning Path / To Do's

- Watch: Spotting Opportunities for Impact
  - Rafael Ibrahim, KS+ LATAM
- Attend **Spotting Opportunities for Impact live sessions** CHECK YOUR CALENDAR
- Review: UAA and Points Max Out Guide
- Complete: Optimize Google Search Ads eLearning

Fieldwork

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.*

Chapter 3:
Logging Offerings in Connect Sales

60 minutes

Do you want to give feedback on this section? Click here.

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

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

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.

Fieldwork: Spotting Opportunities and Logging in Connect Sales

Make a list of the optimizations you'd pitch to the customer, and why. Then note what you'd log specifically in Connect sales under the offering section.

ACTIVITY

30 minutes

Account 1: note here
Account 2: note here

Mentor

Account	Optimization Recommendation	Justification (Why)	What offering will you log in Connect Sales?
Write here	Write here	Write here	Write here
	Write here	Write here	Write here
Write here	Write here	Write here	Write here
	Write here	Write here	Write here
	Write here	Write here	Write here

COURSE 3: MILESTONE ASSESSMENT

It's now time to put your learning together from Course 3, Product Excellence, in the form of a milestone assessment.

This assessment will test the skills learned in product excellence. It will be divided into two parts; Lead Gen and Online Sales. For both business models, you will be asked to outline the appropriate campaign build, and share opportunities for optimizations as it relates to incentives. **You will be assessed following this rubric**.

60 minutes

Lead Gen:

Part A: Campaign outline

1. Your manager will share a lead gen customer **website and the customer MO.**
2. Build an lead-gen campaign outline based on the best practices you learned in training. Include 1) product mix 2) justification for product mix 3) recommended bidding 4) measurement
3. Share the completed outline with your manager, and proceed to Part B for Lead Gen.

Part B: Spotting Opportunities

1. Your manager will send you the CID for the lead gen customer in which built the outline.
2. Create a list of recommendations and corresponding product pitches (via Connect Sales) using the live Google Ads account.
3. Share the completed spotting opportunities and corresponding Connect Sales pitches to be logged via a sheet.
4. Set up a 1:1 with your manager to review your results for lead gen campaign outline and optimizations. They will be sharing the rubric as your feedback source.

COURSE 3: MILESTONE ASSESSMENT

It's now time to put your learning together from Course 3, Product Excellence, in the form of a milestone assessment.

This assessment will test the skills learned in product excellence. It will be divided into two parts; Lead Gen and Online Sales. For both business models, you will be asked to outline the appropriate campaign build, and share opportunities for optimizations as it relates to incentives. **You will be assessed following this rubric.**

60 minutes

Online Sales:

Part A: Campaign outline

1. Your manager will share an online sales customer **website and the customer MO.**
2. Build an online sales campaign outline based on the best practices you learned in training. Include 1) product mix 2) justification for product mix 3) recommended bidding 4) measurement
3. Share the completed outline with your manager, and proceed to Part B for Online Sales.

Part B: Spotting Opportunities

1. Your manager will send you the CID for the online sales customer in which built the outline.
2. Create a list of recommendations and corresponding product pitches (via Connect Sales) using the live Google Ads account.
3. Share the completed spotting opportunities and corresponding Connect Sales pitches to be logged via a sheet.
4. Set up a 1:1 with your manager to review your results for online sales campaign outline and optimizations. They will be sharing the rubric as your feedback source.

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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

To-Do:

- Schedule a 45m 1:1 at the end of the week with your manager for milestone assessment 4.

Key Noogler objectives:

- Illustrate Pre-call Planning, to maximize opportunity via customer Call Flow
- Operational Excellence via Forecasting
- Understand working with Partner Teams
- Complete Milestone 4 with Manager

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

DAY 1: Pre-Call Plan
- Take skills learned in spotting opportunities for impact and and conduct a pre-call plan for upcoming pitch

DAY 1: 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

DAY 2: 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

DAY 3: Course 4 Milestone assessment

OPERATIONAL EXCELLENCE

Chapter 3: Operational Excellence

DAY 4: Forecasting
- Use KS+ specific forecasting tools for all metrics (regional specific)

DAY 4: Logging Compliance
- Demonstrate the steps, practices, and compliance around logging meetings & tasks (points) ex: auth form

DAY 5: Book Prioritization
- Demonstrate opportunity-based book prioritization

Chapter 4: Partner Teams

DAY 5: Olympus
- Navigate to go/olympus chat for technical questions

DAY 5: Tag Team
- File a tag team case based on customer need

DAY 5: PSA
- Navigate to and sign up for PSA office hours

Week #4

MODULE 4

Customer Calls

CHAPTER 1:

Pre-Call Planning:

- ✓Pre-Call Plan
- ✓Forecasting Points

back to **Week 4**

Chapter 1:
Sales excellence
Pre-Call Planning

60 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

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

- Understand the customer interaction
- Understand Pitching policy
- Take skills learned in spotting opportunities for impact and and conduct a pre-call plan for upcoming pitch

Learning Path / To Do's

- Watch: Intro To Pre-Call Planning
  - Review: Pre-Call Planning rubric
- Review: Pre-Call planning deck
- Review/bookmark: Pre-Call Plan outline
- Watch: Pre-Call Planning Best Practices
  - Preparing your pre call plan: Jade Madison, KS+ AMER
  - Forecasting points for your pre-call plan: Julie Schrader, KS+ AMER
  - Anticipating common objections: Jade Madison, KS+ AMER
- Attend Pre-Call Planning: Pre-Call Plan live sessions CHECK YOUR CALENDAR

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

30 minutes

Do you want to give feedback on this section? Click here.

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

Learning Path / To Do's

- Attend **Pre-Call Planning: Forecasting Points Live Sessions (same as Pre-Call Planning)** CHECK YOUR CALENDAR
- Review and Bookmark: Points Calculator for Forecasting

Fieldwork

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!

Fieldwork: Pre Call Planning & Points Forecasting

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). Make sure to include your offering recommendation and the corresponding points possible to demonstrate your ability to accurately forecast points.

ACTIVITY 30 minutes

Account 1: note here
Link to pre-call plan: note here

Mentor

Questions / Reflections

1. Were you able to find 3-5 opportunities?
    1. If no, why not?
2. Did you have any problems forecasting points?
3. Outstanding questions?

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Week #4

MODULE 4

Customer Calls

CHAPTER 2:

Call Flow:

- ✓Structure
- ✓Effective Questioning
- ✓Implementation
- ✓Next Steps

← back to Week 4

Chapter 2:
Sales excellence
Call Flow, Pitch / Optimizations

45 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

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

- Effectively structure call for maximum customer impact & points won
- Deliver efficient/effective intro & questioning, end call with implementation of solution and tying back to customer MOs, set the stage for next steps/follow-up

Learning Path / To Do's

- Watch: Intro To Call Flow
  - Review: Call Flow grading rubric
- Watch: Call flow best practices:
  - Adama Kay, KS+ AMER Video 1: Efficient & Effective Intro and Questioning
  - Adama Kay, KS+ AMER video 2: Pitching on the Call
  - Adama Kay, KS+ AMER video 3: End the call with next steps + follow ups
- Attend Call Flow: Effective Structure live session CHECK YOUR CALENDAR
- Review: Call flow assessment rubric

Fieldwork

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.

Fieldwork: Shadow Optimization / Pitch Call

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.

ACTIVITY

30 minutes

Account Shadowed: note here

Mentor

Key Elements

1. Did the KS+ rep follow the call flow steps? If not, explain.
2. Did the rep go through a “needs assessment” on account performance to date?
3. What offerings did the KS+ rep pitch?
   1. Was the customer open to these pitches?
4. What objections were brought up on the call?
   1. How did the KS+ rep handle these objections?
5. Explain the expectation setting that was done on the call.
6. Did the rep close the call with a commitment from the customer? What was it?

Notes

Write your notes here:

Here

COURSE 4: MILESTONE ASSESSMENT

It's now time to put your learning together from Course 4, Call Planning, in the form of a milestone assessment.

This assessment will be divided into two parts; pre-call planning, and a mock pitch/optimization call.

Your manager will send you an account and corresponding customer Marketing Objective, and you create a pre-call plan. Then, you will have a mock optimization/pitch call with your manager; you play the role of a KS+ rep, your manager is the customer. **You will be assessed Following this rubric**,

60 minutes

Part A: Pre Call Planning

1. Your manager will pick a live customer in your team's book, and share the Google Ads Account CID and customer marketing objective.
2. Review the account, and build a pre call plan based on the best practices you learned in training.
3. Share their completed pre-call plan with your manager, and proceed to Part B for the mock pitch call.

Part B: Call Flow

1. Set up a 45m 1:1 with your manager to do a mock pitch/optimization call. You will be playing the role of the Kickstart+ rep, your manager will be the customer.
2. 30m: Using your pre-call plan and what you learn from the call flow section, host a pitch/optimization call with the customer (your manager).
3. 15m: Debrief with your manager. They will be sharing the rubric as your feedback source.

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Week #4

MODULE 4

Operational Excellence

CHAPTER 3:

Operational Excellence:

✓Forecasting
✓Logging Compliance
✓Book Prioritization

← back to Week 4

Chapter 3:
Operational Excellence
Regional Forecasting

60 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

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

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

Learning Path / To Do's

- Attend **Operational Excellence: Forecasting live session** CHECK YOUR CALENDAR

Fieldwork

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.

Fieldwork: Shadow Pod Meeting for Forecasting

Shadow a pod meeting in your region. 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.

ACTIVITY

45-60 minutes

Pod Shadowed: note here

Mentor

Key Elements

1. Is the pod on track to hit their targets for revenue, points, and UAAs?
    1. If not, what is their plan?
2. What elements of forecasting did the pod incorporate to their pod meeting?
3. What there PGA forecasting included?
4. Did each member of the pod have a role in the pod meeting for forecasting?
5. What stood out to you on the subject of forecasting?

Notes

Write your notes here:

Here

Chapter 3:
Operational Excellence
Compliance

30 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

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

- Demonstrate the steps, practices, and compliance around logging meetings & tasks
- **You must pass the eLearning course for Sales Integrity**

Learning Path / To Do's

- Review: Ads policy 101 training deck
- Complete eLearning course: How to Sell Ethically with Sales Integrity training

Chapter 3:
Operational Excellence
Book Prioritization

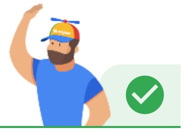
30 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

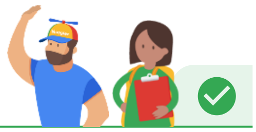
By the end of this module, you will be able to:

- Demonstrate opportunity-based book prioritization



Learning Path / To Do's

- Watch: Using Connect Sales & Book Prioritization
  - Brendan Turner, KS+ EMEA



Fieldwork

Now that you've learned about book prioritization, it's time to get a closer look at how your teammates prioritize their book of business based on where they are in the quarter.

- Set up a 1:1 with any of your KS+ teammates in your region and interview them about their current book of business and how they prioritize their customers.
- Take notes in workbook. Make sure to fill in the notes on the Fieldwork section of your workbook.

← Course 4: Customer Calls and Operational Excellence

Fieldwork: Book Prioritization

Set up a 1:1 with any of your KS+ teammates in your region and interview them about their current book of business and how they prioritize their customers.

ACTIVITY

30 minutes

Mentor

Prep Questions

1. How do they prioritize their book?
   1. Are they hitting targets?
   2. Do they have a plan to hit targets?
2. What is the largest customer in their book?
   1. How much time do they spend with them?
3. What is the smallest customer in their book?
   1. How much time do they spend with them?
4. What advice do they have for you as you onboard to KS+?

1:1 Notes

Write your notes here:

Here

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Week #4

MODULE 4

Operational Excellence

CHAPTER 4:

Partner Teams:

- ✓Olympus
- ✓Tag Team
- ✓PSA

← back to Week 4

Chapter 4:
Partner Teams

45 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

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

- Navigate to go/olympus chat for technical questions
- File a tag team case based on customer need
- Navigate to and sign up for PSA office hours

Learning Path / To Do's

- Watch: Olympus Chat 101
  - Tiara Kurniani, KS+ APAC
  - Navigate to go/olympus chat for technical questions (bookmark!)
- Watch: Tag Team 101
  - Tiara Kurniani, KS+ APAC
  - Navigate to go/tagteam for tag implementation (bookmark!)
- Watch: How We Partner with PSA
  - Elodie Harris, KS+ EMEA
  - Navigate to PSA office hours (bookmark!)
- Review & Bookmark:
  - Sales Escalation Guidebook

Support teams

ACTIVITY

25 minutes

Learning Objectives

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

- Navigate to the various links for our support teams
- Bookmark these pages for future use!

Tag Team

go/tagteam

Olympus

Chat with an expert

gTech

GCS Gtech Hub

IGT

IGT Resources

Creative Services

Creative Works

Brand/ Search Lift

Search Lift Com Doc
Brand Lift Com Doc

gCare

Sales Escalations

PSA

Rules of Engagement
Who to Reach out to

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Week #5

MODULE 5

Customer Growth

Learn the KS+ way of selling with internal tolls and insights, Ads Growth Formula, and Digital Sophistication

To-Do:

- ✓ Schedule a 45m 1:1 at the end of the week with your manager for milestone assessment 5.

Key Noogler objectives:

- ✓ Use internal tools to uncover customer growth opportunities
- ✓ Leverage the Ads Growth Formula and Digital Sophistication practices to create an end-to-end Kickstart+ customer roadmap
- ✓ Complete Milestone 5 with Manager

Customer Growth

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

Chapter 1: Internal insights & tools

DAY 1: Customer Opportunities
- Use internal tools for customer opportunities; keyword planner, performance planner, audience insights

DAY 1: Customer Analysis
- Use internal tools for customers' analysis; deep dive into Connect Sales - search benchmarks, collateral

DAY 2: Market Analysis
- Use internal tools for market analysis; wildcat, collaterals

DAY 2: PGA Planning
- Use internal tools for PGAs planning + pitching

Chapter 2: Winning with AGF

DAY 3: 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

DAY 4: 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

DAY 5: Course 5 Milestone assessment

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Week #5

MODULE 5

CHAPTER 1:

Internal insights & tools:

- ✓Customer Opportunities
- ✓Customer Analysis
- ✓Market Analysis
- ✓PGA Planning

← back to **Week 5**

Chapter 1:
Internal Tools and Insights
Customer Opportunities

30 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

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

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

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

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!

← Course 5: Customer Growth

Fieldwork: Using Internal Tools for New Opportunities

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

1. Using keyword planner to unlock new keyword opportunities
2. Use performance planning to unlock new opportunities

ACTIVITY

30 minutes

Account CID: note here

Mentor

Keyword Planner Insights

Write your keyword planner insights here:

Here

Performance Planner Insights

Write your performance planner insights here:

Here

Chapter 1:
Internal Tools and Insights
Customer Analysis

30 minutes

Do you want to give feedback on this section? Click here.

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

Learning Path / To Do's

Watch: **How to use Connect Sales Collateral**

- Mina Song, KS+ APAC

Fieldwork

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!

Course 5: Customer Growth

Fieldwork: Using Internal Tools for Customer Analysis

Using the same CID as the internal tools fieldwork:

1. Practice pulling Connect Sales collateral as demonstrated in the video

ACTIVITY 30 minutes

Account CID: note here

Mentor

Connect Sales Collateral

Write or link you Connect Sales collateral insights here:

Here

Chapter 1:
Internal Tools and Insights
Market Analysis

30 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

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

Use internal tools for market analysis; wildcat, collaterals

Learning Path / To Do's

Watch: **How to use Wildcat for market analysis**

- Heejung kim, KS+ APAC

Fieldwork

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!

← Course 5: Customer Growth

Fieldwork: Using Wildcat for Market Analysis

Using the same CID as the internal tools fieldwork:

1. Practice pulling Wildcat data for customer market analysis as demonstrated in the video

ACTIVITY | 30 minutes

Account CID: note here

Mentor

Wildcat Insights:

Write or link your Wildcat insights here:

Here

Chapter 1:
Internal Tools and Insights
PGA Planning

30 minutes

Do you want to give feedback on this section? Click here.

Learning Objectives

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

Use internal tools for PGAs planning + pitching

Learning Path / To Do's

Watch: Using Internal Tools for Pod Insights & PGA Planning
- Stefano Bulabula, KS+ EMEA

Review: PGA Hub in the GCS Sales Hub
- Review current quarter priorities

Week #5

MODULE 5

CHAPTER 2:

Winning with AGF

back to Week 5

Chapter 2:
Winning with Ads Growth Formula

60 minutes

Do you want to give feedback on this section? Click here.

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

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

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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Week #5

MODULE 5

CHAPTER 3:

Growth with Digital Sophistication

back to Week 5

Chapter 3:
Growing with Digital Sophistication

45 minutes

Do you want to give feedback on this section? Click here.

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

Learning Path / To Do's

- Attend **Preparing for digital Sophistication live session** CHECK YOUR CALENDAR
- Watch: "Digital Sophistication 101"
  - Brandon Cota, KS+ AMER
- Review: Getting to know Digital Sophistication Levels
- Review: Digital Sophistication Dashboard
  - Bookmark for future use!

Fieldwork

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

Fieldwork: Improving Customer Performance with Digital Sophistication Levels

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:

1. Current Digital Sophistication Level
2. Recommended optimizations to improve their digital sophistication level
3. Justify your recommendations

ACTIVITY

30 minutes

Mentor

Account	Current DLS (Pre-Foundational, Foundational, intermediate, Advanced)	Recommended Offerings to improve DSL	Justification (Why)
Write here	Write here	Write here	Write here
Write here	Write here	Write here	Write here
Write here	Write here	Write here	Write here

COURSE 5: MILESTONE ASSESSMENT

It’s now time to put your learning together from Course 5, Customer Growth, in the form of a milestone assessment.

This assessment will use everything you’ve learned through course 5 and the whole of Noogler Essentials to create an upsell pitch for a customer. **You will be assessed following this rubric.**

Using the insights tools, AGF framework, and DSL guidelines you learned in course 5, you will create an upsell pitch for a customer.

60 minutes

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1. Your manager will send you a customer CID and detailed MO
2. Use any of the tools that you learned in course 5 to find an insight for an upsell
3. **Use this template to create a pitch deck**, that will be shared to your customer (played by your manager)
    - include data or insights
    - incorporate AGF framework
    - incorporate DSL recommendations
4. Set up 45m with your manager for the mock upsell call
    - 30m mock upsell call
    - 15m feedback

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Congratulations!

You've completed

Kickstart+ Noogler Essentials