LinkedIn

Relationship Manager, Linkedin Learning Solutions
QBR Interview

During this interview, you will be meeting with two hiring managers for approximately 60 minutes with 30 minutes for the mock sales "Quarterly Business Review" (QBR) meeting and 30 minutes for behavioral questions.

Overview of Client

The client is M3 Engineering & Technology Corp., a full-service design firm based in Tucson, AZ. The client is scheduled to renew in 90 days on the Lynda.com platform and they currently have access for 100 employees. The company has a total of 1,000 employees. With regard to usage, they have 10 power users who have watched more than 100 videos and 30 other users who have watched at least 3 videos. Besides those 40 users, all other users appear not to have any engagement on the platform or have never logged into their accounts. Your client likely doesn't realize that the industry average for seat activation & usage in eLearning is about 35%, so you should be prepared for some objections.

Meeting Scenario

You will be conducting a Quarterly Business Review (QBR) and doing discovery with your client (Director of HR) to understand more about his goals and priorities for 2017. You will want to build rapport and dig into the client's business challenges and try to quantify their pains. At minimum, you will also want to get an understanding of where employee development falls on their priority list. In addition, you will need to give your client a conceptual walk through of our solution and how it maps to their goals. You can do a live demo on the site if you choose (not required). It's up to you how much time you want to allocate to discovery vs the conceptual walk through. Be sure to discuss next steps before ending the meeting.

Goal of meeting

The goal of the call is to understand their goals, plant seeds of how LinkedIn Learning or Lynda.com can meet their goals and schedule a follow up meeting with the appropriate stakeholders to discuss their annual renewal and do a deeper solution mapping. At that time, you would want to share a proposal with ROI. We will be assessing your ability to dig into business and learning challenges as well as meeting management. We will also be evaluating your ability to build rapport and summarize the content of the meeting so that you are able to move the sales process into the next appropriate step.

Please see below some suggested resources to prepare for the interview:

https://www.linkedin.com/learning
https://www.lynda.com/business
https://www.lynda.com/case-studies