



Sales Training that Produces Lasting and Measurable Results

The list of reasons why training disappoints is long:

- Bad trainer
- Wrong topic
- Can't be translated on the job
- Too high level
- Too low level
- Wrong people in the training
- No reinforcement or support

...the list goes on, and on.

Follow these 5 stages to implement sales training that produces **measurable and lasting results**:

1. Define goals and objectives
2. Develop tailored sales training
3. Deliver blended sales training with strong reinforcement
4. Support the sales team
5. Measure effectiveness

1. Define goals and objectives

Not only define your goals, but tie them to specific metrics that are likely to drive sales success when achieved (seeing more of the right people, conversion from pitch to win, length of sales cycles etc.). Get as specific as you can with your objectives—only then can you develop a training program to meet them.

2. Develop tailored sales training

To fully engage the team and create real impact, training must be tailored. Certain topics may be universal, but if you don't tailor examples, skills, tools, and roleplays to match the context of your company and market, sales people won't accept it.

Some of the most powerful training tools are tailored and practical planners and guides. Sales people can immediately use these on-the-job to guide their success.

3. Deliver blended sales training with strong reinforcement

It wasn't so long ago that there was only one way to deliver sales training: instructor-led, in the classroom. Only recently has a blended delivery approach combining 1 to 1 coaching, 360 assessments and group workshops become available and effective. Delivering through multiple approaches has three effects:

- a. It makes the training more engaging
- b. It provides personal and team development
- c. It has a cumulative effect on learning and results

Learning and behaviour change **only happen over time**. If you want the training to produce results beyond the short-term, you must reinforce it and make it a part of participant's lives.

Rome Wasn't Built In a Day – Neither are Sales Skills

4. Support the sales team

Sales training must result in people doing things differently (better). It's easy to talk about various sales strategies and even learn them, but when it comes to putting them into practice, the devil is in the detail.

To get the most out of sales team training, you must focus on how people will implement what they have learned, and what it will take to change the way people sell. Most companies **hugely underestimate** the effort needed to change the way their teams sell

5. Measure training effectiveness

Then, use the data to continuously improve training and performance. You would be hard pressed to find a piece of management advice that doesn't advocate for measuring/analysing results, and applying those measures for ongoing

improvement. Yet, as often as you see the advice, you don't see it actually happening. **It's worth it.**

Fortunately, much of the world of selling lends itself to measurement. The key is to define what measurements are important for your company and to put the processes in place to measure and improve.

For sales training to improve the performance of your sales team, be sure to focus on these 5 stages. If even one of these stages is not optimised, it could be the reason why your results fall short.

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