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How to Maximize the Impact of Sales Training




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Development – Delivery – Support



Companies overlook:

- Development
- Delivery
- Support




Focus on event logistics:

- Participants
- Venue & overall program
- Workplace disruption

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The adult learning path



Prepare

- Assess the gap
- Engage the learner
- Involve managers
- Show commitment

Interact

- Training workshops
- Acquire knowledge
- Practice / role play

Apply

- Use on the job
- Workplace environment
- Coaching
- Assessment
- Refine the process

Follow up

- Access to resources
- Peer support
- Goal setting
- Performance management

Training Focus

Biggest Barrier

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The top 3 influences on change

Importance	Role:Time	Actions
1	The Manager: Before training	<ul style="list-style-type: none"> • Be involved in needs assessment and planning for training • Create an environment that encourages learning • Discuss training with learners and set objectives and expectations
2	The Trainer: Before training	<ul style="list-style-type: none"> • Ensure workshop content is tied directly to learners jobs • Provide proactive opportunities for learner interaction
3	The Manager: After training	<ul style="list-style-type: none"> • Observe behavior changes and give positive feedback to learners • Hold a post-workshop briefing • Keep the focus on using the new skills over time

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