



LAMMORE

WHAT IS SALES TRAINING?

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What is Sales Training?

Having spent best part of the 21st Century running and delivering sales training, I've been asked plenty of questions over the years.

Here are some of the ones that are printable in public!

1. What is sales training?

There are no natural born salespeople (and if someone tells you they are they are proving my point!)

Top performing sales people need the skill (the 'how') the will (the 'why') and the know-how (the what) to deliver. Training can enhance an individual's skills level, help develop their product knowledge, and help them understand the principles of motivation.

2. Why would a company engage an external provider to undertake sales training?

They shouldn't! At least, not if they have the ability to deliver the above internally. All too often, however, sales managers and trainers are promoted from within, often meaning they tend to teach 'tricks of the trade' rather than training that will make a difference.

3. What makes a good training provider?

Someone who genuinely understands your business, your industry as your customers. This doesn't mean they can't be recruited from outside your specific sector. There does, however need to be a process whereby the provider gets to know your business i.e visiting customers, going out with salespeople, consulting with managers.

4. How do you up-skill individual employees in a group environment?

All training is individual. Even if the company is taking a sheep-dip approach, the learning is dependant on the students ability and willingness to develop.

One on one training is effective, but it's expensive.

The secret to making group training work is to give the individual plenty of opportunities to learn the skills they have gained. Testing their skill with a formal test (both written and through demonstration) is also vital to achieving significant behaviour change.



5. Why take a blended learning approach to training?

Two reasons:

a) we all learn in different ways

b) it's cheaper!

e-Learning will never replace the personal touch, but blended with virtual meetings, classroom training, and tutorial online support it can really help deliver key messages quickly, conveniently and cheaply.

6. Why have periodic re-training and/or reaccreditation?

It has been proven with PET scans that the more we think it do something the stronger the neural connection becomes in our brain.

And in turn, the less we do something, the weaker the neuro pathways become. Habits are created when an electrical impulse travels across a strong synapse.

To create positive habits, therefore, you need to re-enforce that connection, over and over again.

7. How can training providers help internal company processes?

Ever been so engrossed in a book you've missed your stop on the train?

Company directors and managers are often so wrapped up in their own daily jungle that they can't see the bigger picture. A decent training consultant will help identify the gaps and develop effective solutions.

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