



Always consider a group's personality and learning style



Salespeople are a unique group of learners

Typically, they're...



High-Energy



Competitive



Results-Oriented

These characteristics contribute
to the 4 ways sales training
participants are different

Difference #1

They need to see immediate payoff



What are salespeople expecting from training?

- ✓ Practical and Tactical
- ✓ Financially Rewarding
- ✓ Easy to Implement
- ✓ Tied to Performance Improvement

Training Tip



Incorporate exercises that give salespeople the opportunity to use real accounts they're currently working with

Difference #2

They need training from someone who has walked in their shoes



Training Tip



Have training delivered by an expert facilitator with a background in sales

Difference #3

They're highly motivated by competition



Training Tip



Include some incentive component in the training, even if it's just the title of "winner"

Difference #4

They need to be actively engaged



Training Tip



Limit lecturing and include activities that allow participants to contribute and move around

Takeaways

- *Always consider the learning style of the audience*
- *Gain buy-in by making the content immediately actionable*
- *Gain credibility with a trainer who has a background in sales*
- *Incorporate a game or competition to keep participants engaged*

Questions?





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