

MAKE YOUR TRAINING COUNT.

Follow these **10 BEST PRACTICES** to deliver a high-impact, effective, results-oriented training program.

BEFORE

1

Involve Leadership: Invite the leadership team to participate in developing the program. Ask the president, CEO or other senior leader to announce the training program at a staff meeting or through a special email. Ask managers to recognize those who excel.

2

Align Training to Goals: Align training topics to key business initiatives such as improving customer satisfaction, increasing cross-selling or promoting new products or services.

3

Incorporate Blended Learning: Develop a program that includes a variety of training formats, such as e-learning, instructor-led, and on-the-job-training.

4

Communicate Expectations and Benefits Understanding expectations, responsibilities, and measurable objectives will help employees show up motivated and ready to apply their new knowledge. Make sure they understand the personal and professional ROI on the time they spend in training.

5

Set Goals: Use the individual and group reports in the administrative center to monitor and track training activities.

6

Use the Tools: Keep training top-of-mind with employees by using the goal setting and tracking tools in the administrative site.

DURING

Challenge: By their nature, sales people are competitive. Consider a friendly competition for completing coursework.

Budget Time to Train: Schedule training time where all participants train together. Have a Friday pizza lunch, burgers on the grill or even a potluck lunch in the office to get employees together for an hour or two to train.

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Apply Knowledge: After the class, discuss what has been learned and how it can be applied in the real world. Give recognition when sales reps have applied the lessons to real-world situations.

Continually Reinforce: Find ways to remind employees about lessons learned in training. Regularly share whitepapers, videos, articles, and podcasts that support your training program.

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AFTER