5 Keys of Effective Training

Your training investment will generate its greatest dividend if you FOLLOW THESE 5 KEYS

1. TRAIN IN SHORT SESSIONS
   Do not hold long, intensive training sessions. They simply do not work and just waste time of the attendees and the trainer.

2. TEACH EVERYTHING YOUR EMPLOYEES NEED TO KNOW
   Teach everything that is necessary to truly be successful as a salesperson. Product knowledge, sales skills, customer service, use of POS systems, etc. are all necessary.

3. TIE ALL SKILLS AND TECHNIQUES TOGETHER
   Teach skills and techniques that build on and support one another. Teaching a series of disconnected techniques will not help your team.

4. MANAGE YOUR TRAINING PROGRAM
   Have a program that you can actually manage. Ensure that everyone receives the training they need and when they need it. Don’t try to implement a program that overpowers your resources. If you do, the program will fail and your investment will be wasted.

5. USE A VARIETY OF TEACHING RESOURCES
   Your team will learn better if you have them learn in a variety of ways. Use demonstrations, role plays, worksheets, etc.