

# Get More **Results** From Sales Training

1

Start With  
Your Best  
Practices

2

Only Train  
What You  
Need

3

Create the  
Gold  
Standard

4

Establish a  
Coaching  
Cadence

5

Focus on Call  
Planning

6

Go Heavy on  
Practice

7

Turn Training  
into Metrics

8

Make it Part  
of the Review

9

Invest in  
Coaching  
Excellence

## CONTENT

Get more efficient with *what* you train:

Work on replicating what you already do well before you turn to a vendor.

Turn learning objectives into checklists, models, and formats you can replicate.

**Get ruthlessly selective about what you make your salespeople learn.**

## IMPLEMENTATION

Get more diligent on *how* you apply it:

Schedule time for important but less-urgent work like call planning.

Get extremely regular about coaching and developing sales skills.

**Create a culture of craftsmanship by practicing and rehearsing regularly.**

## MANAGEMENT

Get more effective at driving change:

Expect and inspect the number and quality of new behaviors you need.

Bake best practices into the job description and evaluate against it.

**Give your managers the skills, tools, and support they need to drive change.**

