



Case Study: Training Skills for Sales Managers

Project

A client that provides medical laboratory services wanted to help its Sales Managers become better trainers. The Sales Managers often facilitated training sessions for their sales representatives but were struggling to keep participants engaged with dry PowerPoint presentations. These training classes were critical because they educated sales representatives on the latest product developments, effective sales techniques, and changes in company policy.

Approach

Toister Performance Solutions was asked to facilitate a half-day train-the-trainer workshop for the client's Sales Managers. We agreed upon a three part approach that maximized the effectiveness of the requested training.

Preparation

Extensive preparation was done to ensure the workshop was relevant to the participants. For example, the client provided examples of their actual training materials so they could be incorporated into exercises in the class.

Hands-on Training

The half-day workshop was a highly interactive workshop that focused on preparing Sales Managers to facilitate an upcoming training session. The Sales Managers were kept engaged through experiential activities, a training simulation, and an activity to help them plan their next class.

Performance Feedback

Each Sales Manager received performance feedback after their next scheduled training session. Toister Performance Solutions created a follow-up observation form that aligned with the skills taught in the workshop. The client's Regional Sales Managers and Human Resources Business Partners conducted the observations and provided the Sales Managers with feedback and coaching.

Results

The Sales Managers all used their new training skills in classes they facilitated at the next sales meeting. These techniques led to higher levels of participant engagement.

- Learner interaction was much higher than in past sessions.
- More participants returned from breaks on time than at previous sales meetings.
- Sales representatives left the training sessions with concrete action plans for addressing real business challenges.