



TRAIN-THE-TRAINER

Measurable and improved results through skills transfer, practical application and ongoing development.

INTRODUCTION

This “Train the Trainer” programme is designed to give Sales Managers and Supervisors an overview and brief introduction to the methods of training a sales force

It is not designed to qualify Sales Managers as trainers, but to assist them to gain sales success through the motivation and development of their sales team. It might not be the job of the Sales Manager or Supervisor to train salespeople, but it can end up being their responsibility.

Here we concern ourselves with the planning, content and results to be achieved through training. General principles of adult learning are also considered, along with the setting of objectives in line with how we view the sales person’s responsibilities and tasks compared with those of the Sales Manager.

- Purpose of training
- Participants’ perception of training
- What to look for in training programmes
- Principles of adult learning
- Aspects of adult learners
- Developing your lesson plan

UNDERSTANDING YOUR AUDIENCE

If you don’t know where you are going, any road will take you there. The trainer must establish what he/she wants to accomplish and when to guide participants and measure results.

Here we look at knowing and stating the purposes of the training programme. The importance of selling training to the participants is considered, along with basic training techniques, and ending meetings successfully.

- Building trust in the training environment
- Encouraging and balancing participation
- Techniques of presentation
- Teaching is selling
- Developing positive attitudes
- Ending every session successfully.
- Tips to training via the internet

METHOD OF PRESENTATION

This is a highly interactive, fun and content-rich programme. It can be delivered face-to-face and/or via the internet.

AT EASE ON THE PLATFORM

A good speaker, entertainer or trainer can make it appear to their audience that the performance was easy and it would not be too difficult for anyone to address the group.

However, when one does have the opportunity to impart knowledge and hold people’s attention for many hours, the task may not be as easy as first thought.

This section considers the characteristics of a top trainer and how to develop such good habits through participation and body language. Using the dynamics of the group to stimulate the training, handle the troublemaker and deal with a “flat” period is also discussed.

Seating arrangements to create the desired atmosphere and the observance of where people sit are also noted.

- Planning for success
- Characteristics of a top trainer
- Body language
- Handling the troublemaker
- You are never under the spotlight
- A teaching formula
- The dynamics of seating.

KEEPING TRAINING ALIVE

Whilst training is selling, it also has to be entertaining. People tend to learn more and participate if they feel they are involved and if it is fun.

This module deals with negatives to avoid in training, including mentioning of time, criticising, pointing and starting late. Hints on obtaining a smooth flow are noted, as well as considering training as a means of assisting people to progress towards goals, not necessarily reaching perfection.

- Nevers in teaching
- Varying the presentation
- Advantages and disadvantages of various teaching media
- Know your purpose
- Training is continuous.