

Sales Training System - Trainer Implementation Guide

How to Use This System for Maximum Impact

Overview

This systematic training system is designed for **one-on-one, 30-minute training sessions** followed by reinforcement materials. It combines the best methodologies from world-class sales leaders and accommodates multiple learning styles.

Your Role as Sales Coach

The Three Hats You Wear

- 1. Teacher** - Deliver clear, actionable content - Break down complex concepts into simple steps - Use stories and examples to illustrate points
 - 2. Coach** - Provide encouragement and support - Give constructive feedback - Hold team members accountable
 - 3. Mentor** - Share your own experiences (successes and failures) - Model the behaviors you're teaching - Build genuine relationships with your team
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Before You Begin

Preparation Checklist

For Each Training Session: - ☐ Review the training guide thoroughly - ☐ Prepare personal stories that illustrate the concepts - ☐ Print or prepare all reinforcement materials - ☐ Review the team member's progress from previous session - ☐ Set up a distraction-free environment - ☐ Bring enthusiasm and positive energy

For the Overall Program: - ☐ Schedule all 12 sessions in advance - ☐ Create a tracking system for each team member's progress - ☐ Prepare a folder (physical or digital) for each person - ☐ Set up regular check-in times between sessions - ☐ Identify accountability partners for each team member

The 30-Minute Session Formula

Minute-by-Minute Structure

Minutes 1-3: Connection & Review (10%) - Personal check-in (How are they doing?) - Review action items from previous session - Celebrate wins (no matter how small) - Address challenges with empathy

Minutes 4-8: Concept Introduction - TEACH (17%) - Introduce the day's core concept - Explain the "why" behind the technique - Reference top sales leaders' insights - Make it relevant to their specific situation

Minutes 9-15: Deep Dive & Examples - SHOW (23%) - Detailed explanation with real examples - Use visual aids and demonstrations - Tell stories and share case studies - Answer clarifying questions

Minutes 16-22: Practice & Application - DO (23%) - Role-play scenarios together - Practice the technique in real-time - Provide immediate, specific feedback - Adjust and practice again

Minutes 23-27: Action Planning (17%) - Define specific, measurable action items - Set goals for the week - Address potential obstacles - Create accountability checkpoints

Minutes 28-30: Reinforcement & Wrap-Up (10%) - Provide take-home materials - Recap key takeaways - End with encouragement and motivation - Schedule next session

Coaching for Different Learning Styles

Visual Learners (35-40% of people)

How to Identify: - Use phrases like "I see what you mean" - Take detailed notes - Prefer diagrams and charts - Remember faces better than names

How to Coach: - Use whiteboards, flip charts, or paper - Draw diagrams and flowcharts - Provide written materials with graphics - Show video demonstrations - Use color coding for emphasis

Materials to Emphasize: - One-page summaries with visuals - Infographics - Process flowcharts - Before/after comparisons

Auditory Learners (25-30% of people)

How to Identify: - Use phrases like "I hear you" - Prefer verbal explanations - Talk through problems out loud - Remember names better than faces

How to Coach: - Explain concepts verbally in detail - Encourage them to repeat back what they learned - Use voice inflection and tone for emphasis - Record key concepts for them to listen to later - Facilitate discussions

Materials to Emphasize: - Audio summaries - Podcast recommendations - Phone check-ins between sessions - Group discussions

Kinesthetic Learners (30-35% of people)

How to Identify: - Use phrases like "I feel like" or "I grasp" - Fidget or move during conversations - Prefer hands-on activities - Learn by doing

How to Coach: - Incorporate role-playing extensively - Use physical objects as metaphors - Encourage note-taking by hand - Get them practicing immediately - Break for movement if needed

Materials to Emphasize: - Action worksheets - Role-play scenarios - Immediate field application - Physical tracking tools (paper trackers)

Reading/Writing Learners (10-15% of people)

How to Identify: - Take extensive notes - Prefer written instructions - Like to research independently - Excel at written communication

How to Coach: - Provide detailed written materials - Encourage journaling and note-taking - Assign reading from sales books - Give written feedback - Use case studies

Materials to Emphasize: - Detailed training guides - Book recommendations - Written action plans - Templates and scripts

Between-Session Support

The 3-Day Check-In

Purpose: Maintain momentum and address challenges early

How to Do It: - Quick 5-10 minute call or text exchange - Ask: "How's your [specific action item] going?" - Celebrate any progress - Troubleshoot obstacles - Remind them of their commitment

Template Message: "Hey [Name]! Just checking in on your [specific goal from training]. How's it going? Any wins to celebrate or challenges I can help with?"

The 7-Day Review

Purpose: Assess progress before next session

How to Do It: - Review their tracking worksheets - Identify patterns (what's working, what's not) - Prepare specific feedback for next session - Plan adjustments if needed

Handling Common Coaching Challenges

Challenge: "I don't have time to practice"

Response Framework: 1. **Empathize:** "I understand you're busy..." 2. **Reframe:** "Let me ask you this: Do you have time to struggle and not hit your goals?" 3. **Problem-Solve:** "What's one thing we can eliminate from your schedule to make room for this?" 4. **Commit:** "Let's identify just 15 minutes a day. Can you commit to that?"

Challenge: "This doesn't feel natural to me"

Response Framework: 1. **Normalize:** "That's completely normal. Nothing feels natural at first." 2. **Example:** "When you first learned to drive, it felt awkward, right? Now it's automatic." 3. **Encourage:** "The more you practice, the more natural it becomes." 4. **Action:** "Let's practice it three more times right now until it feels more comfortable."

Challenge: "I tried it and it didn't work"

Response Framework: 1. **Validate:** "Thanks for trying it. Let's figure out what happened." 2. **Investigate:** "Walk me through exactly what you said and did." 3. **Identify:** "I see. Here's what might have made it more effective..." 4. **Adjust:** "Let's modify the approach for your style and try again."

Challenge: "I'm not seeing results yet"

Response Framework: 1. **Perspective:** "How long have you been applying this? [Usually less than a week]" 2. **Process:** "Success in sales is about consistent action over time, not overnight results." 3. **Evidence:** "Let's look at your activity numbers. Are they up? That's a leading indicator." 4. **Patience:** "Keep doing the activities. The results will follow. Trust the process."

Tracking Team Progress

Individual Progress Dashboard

Create a simple tracking sheet for each team member:

Metric	Baseline	Week 4	Week 8	Week 12
Calls/Contacts per week
Conversion rate	...%	...%	...%	...%
Average deal size		
Revenue generated		
Confidence level (1-10)
Skills mastered

Team Progress Meetings

Monthly Team Huddle (30 minutes): - Share success stories - Recognize top performers - Address common challenges - Introduce next month's focus - Build team camaraderie

Your Personal Development as a Trainer

Continuous Improvement

After Each Training Session: - What went well? - What could I improve? - Did they understand the concept? - Were they engaged? - What will I do differently next time?

Monthly Self-Assessment: - Am I following the 30-minute structure? - Am I adapting to different learning styles? - Am I providing adequate support between sessions? - Are my team members showing measurable improvement? - Am I modeling the behaviors I'm teaching?

Resources for Your Own Growth

Books Every Sales Coach Should Read:

- "The Sales Acceleration Formula" by Mark Roberge
- "Coaching Salespeople into Sales Champions" by Keith Rosen
- "The Coaching Habit" by Michael Bungay Stanier
- "Multipliers" by Liz Wiseman

Podcasts:

- "The Sales Evangelist"
 - "The Salesman Podcast"
 - "The Advanced Selling Podcast"
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Success Metrics for You as a Trainer

Leading Indicators (Process):

- ☐ 100% attendance at scheduled training sessions
- ☐ All reinforcement materials provided on time
- ☐ 3-day check-ins completed for all team members
- ☐ Positive feedback from team members

Lagging Indicators (Results):

- ☐ Team's average activity levels increased by 50%+
 - ☐ Team's conversion rates improved by 20%+
 - ☐ Team's revenue increased by 30%+
 - ☐ Team members report increased confidence
 - ☐ Reduced turnover and increased engagement
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Final Thoughts

Remember: - You're not just teaching techniques; you're transforming careers and lives - Every person learns differently; adapt your approach - Celebrate small wins; progress compounds over time - Model the behaviors you're teaching - Be patient, persistent, and positive

Your Impact: The time you invest in developing your team will multiply exponentially. A well-trained sales team doesn't just hit quotas—they build careers, serve customers better, and create lasting success.

"A good coach will make his players see what they can be rather than what they are." - Ara Parasheghian

"The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The great teacher inspires." - William Arthur Ward