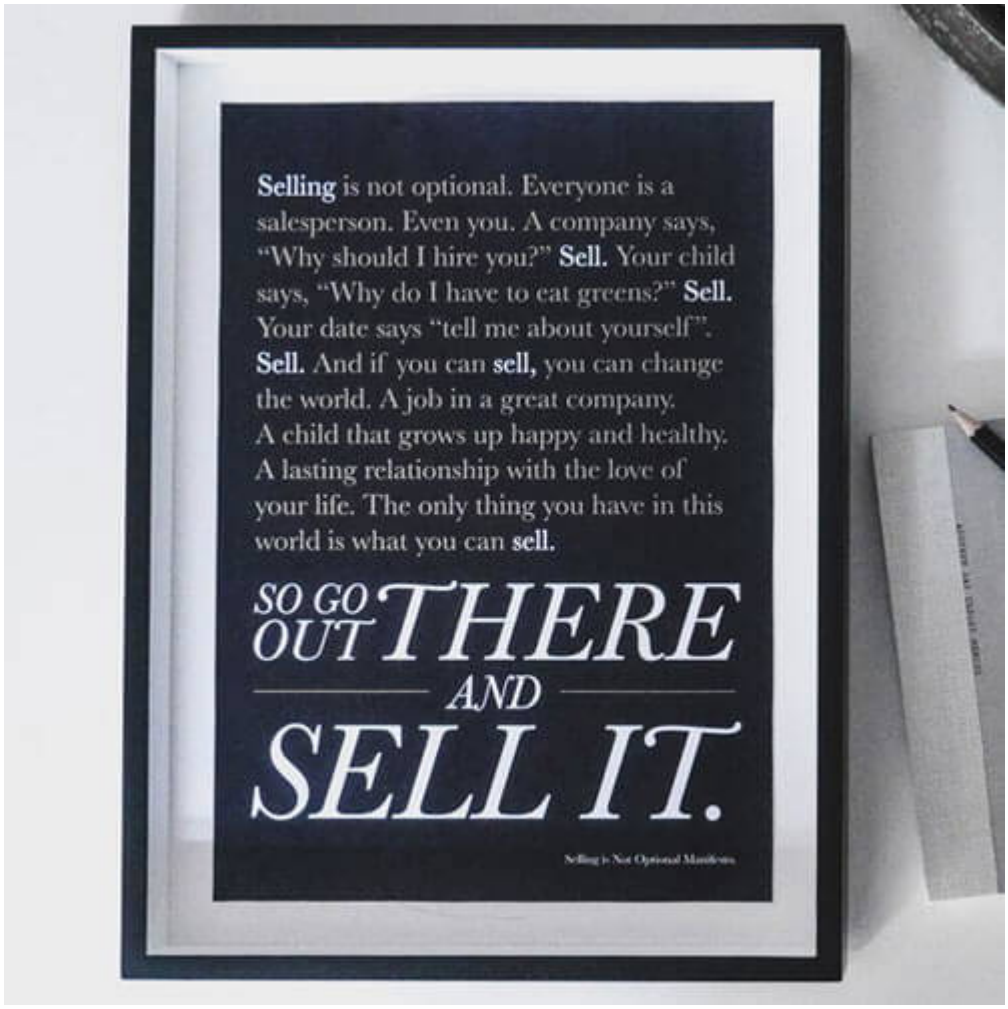


I am always being asked what makes good sales training and coaching? Here are five tips I hope can help you make the right decision when it comes to hiring any sales trainer or sales coach.

1. The sales team don’t see the sales training as relevant to them.

Usually what happens is that a salesperson will be sent on a sales training course and they get there and it’s straight out of a manual. Taught to them by rote and disappointing.

2. The ‘one size fits all approach doesn’t suit their

business situation.

The trainer has not spent the time to evaluate the sales persons' needs. Tailor making specific programmes work better. Before any training ask the sales trainer to work with you on YOUR outcomes for the training programme.

3. Lack of Outcomes once at the course.

This is similar to point two, salespeople have different needs, just like their clients, many times salespeople arrive at the course and at are never asked what their specific outcomes today for this course.

4. Sales trainer, not a salesperson.

In this case, it's more about creditability, if the trainer has no experience selling in any form, it's difficult to build rapport with the audience you are training. The theory is fine, but not realistic. Sales experience is a must for a trainer.

5. Learning as you go.

If the training is not carried out in an environment of learning and facilitation it's seen as boring and lacking in depth. In the ever-increasing world of soft skills training involving your participants in 'learning by doing is a must.

These tips have certainly helped my clients and may help you.

Good selling.

PLUS: WHENEVER YOU'RE READY…

Here are 4 ways I can help you make more sales in your business – whether your business is big or small.1. Want to become a Sales Mindset Blueprint Member. Every month you get access to an exclusive coaching session with me as well as full access to my sales programme. Get the deets here.
Try the new '7 Days to Sales Success' framework. Make more sales in 7 days. The framework of everything you need to get started in making more sales in your business. The Sales

Success Framework is based on a simple 7-day challenge. Click here to find out how you can grow your business by making more sales.

Join our private Facebook group – The Sales Mindset Inner Circle. Get all the latest up-to-date sales ideas. Every week we do Facebook Live updates on all things sales. Tips, ideas, free coaching, and much more. Join me by clicking here

Work with me one-on-one. If you're a business owner, small or large or in the professional services you might just be a few strategies, tactics and tools away from doubling your lead flow, revenue and impact. Jump on a FREE 15-minute brainstorm call with me by clicking here.