**The Key Role Sales Managers Play in Making Learning Stick**

It's the mid '80s. I'm on the road again doing Radio Sales $101. You may recall it. It's the seminar for new Radio advertising salespeople. It costs $101 per attendee.

A station owner approaches the registration table with six salespeople in tow. He hands me a check for $606. Then, he pulls me aside and says, "This better work, Lytle. It's the only training my people are getting this year."

This is analogous to dropping your kids off at Sunday school and, then, heading for the golf course.

A more enlightened approach is to lead your salespeople to and through whatever training you provide them.

Leaders who haven't been through the learning can neither reinforce nor coach it.

That's bad.

Reinforcement by the boss is the #1 reason sales learning (training) gains traction. Coaching is critical, too. I'll share five questions to add to your coaching repertoire in my next post.

Here's the bottom line: You cannot mandate learning or behavior change. You must manage both.

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