**This Quick (Sales Training) Story Might Ring a Bell**

The sales manager proudly shows me his training curriculum for the entire year.

"Chris, we cover a new skill every week in our Monday morning sales meeting," he says.

I ask, "When do you get your team together to find out what they're doing with what they learned last week?"

"Hmm. That would be a good idea."

"Indeed." (Pretend I'm saying that in my best Dennis Haysbert voice.)

I suggest you ask salespeople to create an action plan after every sales meeting. Ask: “What are you going to do about what you learned today? What is your next physical action step for implementing this learning. And when will you take that step?”

Learning hasn’t occurred until behavior changes. Don’t assume the salespeople are using what you taught them. Ask. Drill. Coach. Video tape them. Practice. Ride along. Observe.

It takes more than training. It takes managing the training.

(Permission granted to reprint this idea with attribution to the author Chris Lytle.)