**Words of Wisdom for Sales Trainers from My Mentor**

There are seminars for people who do seminars. I’ve been to my share of those. Before I went out on my own, I attended an 81-hour program at the University of Wisconsin’s Executive Education Center. I learned a lot about designing an engaging workshop. Next, Sarah and I signed up for *Training* Magazine’s convention in New York City.

We were selling training. We told our prospects they should be buying our training. We figured we should walk the walk and buy some training for ourselves.

In New York, I sat in on Bob Pike’s train-the-trainer session. It was eye-opening and inspiring. Over the years, I’ve run into Bob Pike at National Speakers Association conventions and have purchased his books and audio products. He’s had a huge influence on my philosophy of training. That’s why I want to share a few of Bob’s words of wisdom with the goal of helping you become a better sales trainer.

Bob Pike, the "trainer's trainer”

Here are seven of my favorites *Pike-isms*:

1. “Adults learn by doing, not by hearing how the trainer did it.”
2. “Training is a PROCESS, not an event. It begins long before participants show up and continues until we see results in the workplace.”
3. “At the end of your training session, your participants should be more impressed with their ability to do the job your training them to do than they are with your ability to do the job you’re training them to do.”
4. “People rarely resist their own ideas.”
5. “Your role as a teacher is not to simply transmit knowledge, but to put your learners in a place of discovery and anticipation. Use exercises and activities that activate your learners’ imaginations and get them involved.”
6. “Learning is directly proportional to the amount of fun you have.”
7. “Learning has not taken place until behavior has changed.”

When you get promoted to sales manager, you must realize you get paid for doing LESS of what you got promoted for doing MORE of. Success in sales management comes from developing the people who develop your revenues. That means you must do some sales training and coaching. The default mode in training is the lecture. You tend to *tell* people how to sell. Or you tell them how you sold.

My advice: You need some train-the-trainer training for yourself. Check out [this Bob Pike video](https://www.youtube.com/watch?v=XwKNolr3a1A). Learn how to make your sales training sessions more engaging. Do it sooner rather than later.

Check out resources like [*Games Trainers Play*](https://www.amazon.com/Games-Trainers-Play-McGraw-Hill-Training/dp/0070464081/)*.* I’ve used or adapted these exercises for years in my own training sessions. Oh, yeah, and I have a free video (webinar recording) about running better sales training sessions. You will be a better sales training in forty minutes and it’s right on website. What are you waiting for? Click [HERE](https://instantsalestraining.com/) for more.

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