

## Introduction

1	2	3	4
<p><b>Non-Management Duties</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Maintain status as top biller</li> <li><input type="radio"/> Handle own account list</li> <li><input type="radio"/> Handle regional accounts</li> <li><input type="radio"/> Handle national accounts</li> </ul>	<p><b>Other Management Tasks</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Sales support</li> <li><input type="radio"/> Account list mgt</li> <li><input type="radio"/> Monitor sales</li> <li><input type="radio"/> Conduct sales mtgs</li> <li><input type="radio"/> Firefighting</li> <li><input type="radio"/> Handle complaints</li> <li><input type="radio"/> Communicate w/mgt</li> <li><input type="radio"/> Sales force compensation</li> <li><input type="radio"/> Inventory mgt</li> </ul>	<p><b>Human Resource Development</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Staffing</li> <li><input type="radio"/> Training</li> <li><input type="radio"/> Coaching/counseling</li> <li><input type="radio"/> Developing salespeople</li> <li><input type="radio"/> Motivation</li> <li><input type="radio"/> Communicate</li> <li><input type="radio"/> Mentoring</li> <li><input type="radio"/> Recruiting</li> </ul>	<p><b>Strategic Market Planning</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Strategic planning</li> <li><input type="radio"/> Market analysis</li> <li><input type="radio"/> Customer analysis</li> <li><input type="radio"/> Competitive analysis</li> <li><input type="radio"/> Cost analysis</li> <li><input type="radio"/> Profit management</li> <li><input type="radio"/> Forecast sales</li> <li><input type="radio"/> Prepare budget</li> <li><input type="radio"/> Set objectives</li> </ul>

Because your real job as a sales manager is to get salespeople to \_\_\_\_\_ at their jobs.

Continual improvement requires continual learning.

BIG IDEA: Something Jim Williams taught me: Separate the \_\_\_\_\_ meeting and the \_\_\_\_\_ session.

The "default" mode for most sales trainers is \_\_\_\_\_. What's wrong with that?

3 BIG IDEAS from Bob Pike. Watch "The Magic of Interaction: Five Ways to Increase Retention and Application" <https://www.youtube.com/watch?v=XwKNolr3a1A>

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1. "People rarely resist their \_\_\_\_\_."

Marshall Goldsmith: Why You need to Stop Adding Too Much Value:

<http://www.inc.com/marshall-goldsmith/you-need-to-stop-adding-value.html>

Effectiveness of Execution

- A. The \_\_\_\_\_ of the \_\_\_\_\_
- B. The \_\_\_\_\_ to make it \_\_\_\_\_

Bob Pike again . . .

2. Adults learn by \_\_\_\_\_ not by hearing how the \_\_\_\_\_  
\_\_\_\_\_."
3. At the end of your training session, the participants should be more impressed with \_\_\_\_\_ to do the job you're training them to do than they are with \_\_\_\_\_ to do the job you're training them to do."

### Why Instant Sales Training? Short Attention Span Sales Training

- The one good idea gambit
- The "I learn more at the bar" assertion
- The trend to doing shorter and shorter sessions
- The 3-day golf academy admonition
- My buddy Larry's advice
  1. Take a \_\_\_\_\_ lesson and work on \_\_\_\_\_.
  2. \_\_\_\_\_ the \_\_\_\_\_.
  3. Use the one thing you learned on the course in a match.
  4. Take another half hour lesson to make sure you've \_\_\_\_\_ the one thing.
  5. Repeat.
- My advice to sales managers: Slow down. You train too fast.
- "I can't teach anybody anything. I can only get them to \_\_\_\_\_."
- 



### The Automatic Sales Improvement Process Tour

- The Instant Sales Training website
  - Knowledge bites are easily digestible sales ideas
  - Weekly feature

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## Kickoff Webinar

- Last 25 posted
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### Steps to run your Instant Sales Training

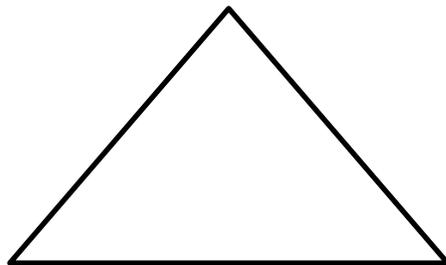
1. Weekly email update: New post
2. Download discussion question
3. Best Practice: Listen to knowledge bite with discussion questions and add your own questions
4. Download KB and send to your team **3-5 days ahead of the meeting** with instructions to listen before the meeting
5. Check in during the week to remind them to listen
6. Ask questions and get salespeople to share opinions and experiences

Selling is a shared experience your salespeople are (too often) having \_\_\_\_\_ \_\_\_\_\_  
\_\_\_\_\_.

The Honors Class in Selling idea: *Beer and Circus*

### Six BIG IDEAS from *In Search of Learning Agility*

1. “Front line supervisors have the ability to see the immediate cause and effect of learning in the workplace. They witness the \_\_\_\_\_ of new \_\_\_\_\_ and \_\_\_\_\_ and see the consequences.’
2. “Managers are the most powerful –and often the least active—stakeholder in the \_\_\_\_\_ of training to the field. What gets rewarded, praised and reinforced—gets done. Trainees, who have pre- and post-training discussions with their boss on the new skills and applications, report significantly higher skill levels. Managers who comment on behavior changes increase transfer and results of training.”



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3. "There is an airtight case for learning in shorter and shorter units"
4. Learning continues to shift from being discrete and \_\_\_\_\_ - \_\_\_\_\_ to becoming continuous and imbedded into the workflow."
5. "Clearly organizational learning agility has become massively dependent on the organization's ability to capture, pool and warehouse business relevant \_\_\_\_\_"
6. There is no such thing as permanent \_\_\_\_\_ or a fully developed skill set in either \_\_\_\_\_ or organizations.

What professional speakers know that you may not: It is easier to come up with a \_\_\_\_\_ than \_\_\_\_\_.

My biggest competitor?

#### **About your speaker . . .**

Chris Lytle's promise to you is a bold one: His webinar contains more "usable information per minute" than any program you've ever attended. That promise comes with this warning: "Education without action is entertainment." You will be entertained by this fast-paced, highly detailed program. But you must apply the learning to gain its business building impact.



To know and not to do is not to know.

Chris Lytle has conducted more than 2200 presentations throughout the English-speaking world. He is the author of the business best seller, *The Accidental Salesperson* published by the American Management Association's AMACOM division. Media Tribune Services named *The Accidental Salesperson* one of the top ten career books the year it was published. The 2<sup>nd</sup> Edition is out now. John Wiley & Sons published *The Accidental Sales Manager* in 2011.

A small town boy from Newark, OH, Chris lived in Madison, WI for 30 years before finally moving to Chicago. That's because most flights from O'Hare are direct flights. He now takes the money he saves from not playing golf and spends it on dining out and going to the theater.

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**Education without action is entertainment.** To know and not to do is not to know. A training program that doesn't change your behavior in some way is as useless as a parachute that opens on the FIRST bounce. Take **application notes**. Decide which concept or new approach you will use with specific salespeople who report to you.

Idea #1: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #2 \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #3: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #4: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #5: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #6: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #7: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #8: \_\_\_\_\_

Applies to: \_\_\_\_\_