**Introduction**

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

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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Steps to run your Instant Sales Training

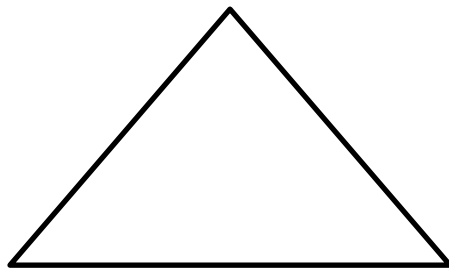
1. Weekly email update: New post
2. Download discussion question
3. Best Practice: Listen to knowledge bite with discussion questions and add your own questions
4. Download KB and send to your team **3-5 days ahead of the meeting** with instructions to listen before the meeting
5. Check in during the 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 2nd 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: _____

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