

## Five Things You Forgot About Great Sales Training

By Dr. Gary S. Goodman

Great sales training may differ from what you're probably doing in five significant ways. In your heart you know these things. You've just forgotten!

1) Nobody ever learned a behavioral skill by being talked at. Want to improve that golf, tennis or baseball swing? Don't expect a speech by a retired Hall of Fame athlete or a video to do it for you. Yet, what do we do? We have classroom training sessions because most of us have warmed school chairs for so long that we're used to that medium. Some chalk-talk is fine, as an overall orientation, but the best method is to coach trainees, one-on-one.

2) For thousands of years apprenticeships have worked in all of the skilled trades. Aspiring shoemakers learned by being around their parents, who were seasoned pros, and they, in turn, learned at the feet of their parents. Novices watched, noting how the family interacted with customers, and they were given small tasks to master before being given bigger ones. Today, there is far too little time dedicated to enabling new hires to observe veterans at work.

3) Today's salespeople get far too little feedback, especially from their managers. Getting a sale or failing to get one, teaches very little. It doesn't say why a successful close worked, or why a lost sale failed to suitably get to the real objection.

4) We're afraid to drill our people so they can put together and take apart a sales talk like a soldier can a rifle; blindfolded, if necessary. "Give me three different ways to close a sale, right now!"

5) Many trainers are failed salespeople who were kicked aside or upstairs. Therefore, they lack credibility. Truly great salespeople have little time to train others because they're making big bucks in the field. Peter F. Drucker said we don't achieve at what we don't respect; let me add to that the idea that we don't learn from people we don't respect.

Take a hard look at your training program. If it consists of a lot of automation, web based modules, videos, workbooks, and other mass production tools, then redesign it.

### **About the Author**

Best-selling author of 12 books and more than 800 articles, Dr. Gary S. Goodman is considered a foremost expert in telephone effectiveness, customer service, and sales development. A top-rated speaker, seminar leader, and consultant, his clients extend across the organizational spectrum, from the Fortune 1000 to small businesses. He can be reached at: [gary@customersatisfaction.com](mailto:gary@customersatisfaction.com).

This article was reprinted with permission. Article Source: [EzineArticles.com/?expert=Dr. Gary S. Goodman](http://EzineArticles.com/?expert=Dr._Gary_S._Goodman)

*This article is reprinted from the July 2010 issue of the PharmSource PERISCOPE, a free monthly e-newsletter that provides valuable business insights for pharma vendors. The PERISCOPE is a companion publication to the PharmSource Lead Sheet (PLS), which delivers up to 70+ fresh, targeted leads to pharma vendors via e-mail every week. For more information, please call PharmSource at 703-383-4903 (ET) or visit us at [www.pharmsource.com](http://www.pharmsource.com).*