Tips and Tricks: Customized Sales Training

**Use this tool to help you think of different approaches to content, methods and processes to customize your sales training program. Use the Actions Section to identify how you can employ the tips and tricks into your sales training program.**

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| **Tips and Tricks** | **Actions:** |
| 1. Makes presentations pop. [PowerPoint](http://office.microsoft.com/en-us/powerpoint/) is still a powerful tool. But think outside of the box and make the training pop, by using tools like [Prezi](http://prezi.com/) and share it using [SlideShare](http://www.slideshare.net).
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| 1. Start your own [YouTube](https://www.youtube.com/) channel for Sales Enablement within your company. It’s a tool that can be entertaining and educating. The format can be digested on any device. Make it easy for your sales reps.
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| 1. Create webinars using [Go-To-Meeting](http://www.gotomeeting.com/online/entry), [WebEx](http://www.webex.com/), [Adobe Connect](http://www.adobe.com/products/adobeconnect/webinars.html), etc. These are easy tools to record video, presentations and audio files. It’s an easy and effective vehicle to serve up content. These can be hosted on your content management system or pushed out on a programmatic basis. But remember, create the content so it can be seen on a mobile device.
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| 1. Give them a “keeper.” We have all had a piece of content or training material that we kept with us. It could be a simple tips and tricks or an entire playbook. But when done right a “white paper” can be very effective and it’s something the rep can always carry in his/her electronic bag. Again, if you make epic content your reps will thank you for it later.
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| 1. Daily tips and tricks. Look into technologies like [Level 11](http://level11llc.com/) to drip and test daily tips and tricks to your sales org. Gamificaiton is new, but it’s powerful.
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| 1. Produce frequent a reliable content. Dust off some old processes and use them to your benefit. Use weekly newsletters and monthly internal webinars to augment your program. Constant presence and consistency is more powerful than you think.
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| 1. Make testing easy and rewarding. Don’t overcomplicate the testing. The sole purpose is information retention and not to beat your sales team over the head with a stick.
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| 1. Gamify testing whenever possible. You don’t need to have gamificaiton technology, just use simple scoring methods and offer rewards. That in and of itself will accomplish the goal.
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| 1. Drive adoption in sales management. This drives accountability to the reps and shows the importance of the training program and initiatives.
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| 1. Be Agile. This is important for so many reasons. It solidifies the training partnership with the sales management team. But equally important it help you as the sales enablement leader identify where you have gaps in your program. You need to then plug those gaps.
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