



The Kahle Way[®]

Sales Management System

Session Four

Presented by
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Session Four

The Third Key Component: Manage the Training and Development of Your Sales Force

Part A

The Third Key Component: Manage the Development of Your Sales Force



Principle: *People need to _____ do something before they can be expected _____.*



Strategy: *Help salespeople _____ the _____ of their job and then stimulate them to continually _____.*

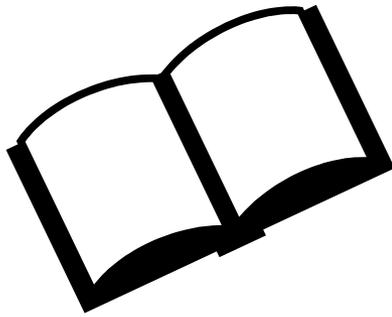
Two separate and distinct processes:

Training

Developing

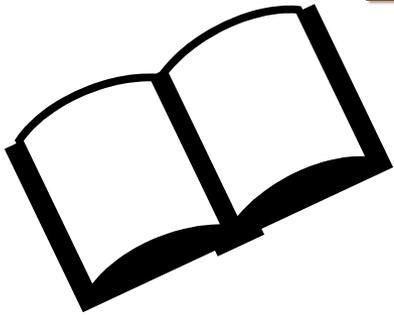
Manage Their Development

Train: *To provide _____ in how to do a new _____. To instruct them to a minimum level of qualification.*



- *New _____*
- *New _____*
- *New _____*

Manage Their Development



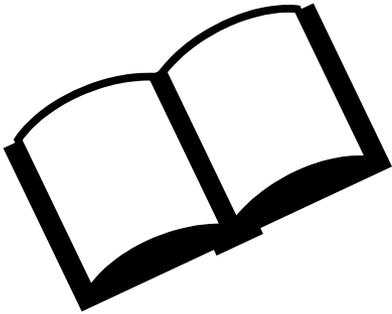
Develop: *To provide experiences that stimulate a person to*

_____.

- *New _____*
- *New _____ into existing ideas*
- *New _____ to best practices*

Train

Key Issue: *The _____ approach to training.
Hold people responsible for learning.*



Learning: *The process of absorbing ideas or new information and changing your behavior as a result.*

Training: *Responsibility is on the trainer.*

Learning: *Responsibility is on the _____.*

Train

Benefits of the “Learning” model:

Reduced demands on executive _____.

Helps to constantly renew the company.

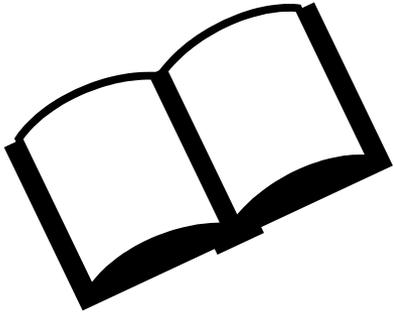
Helps identify employees with _____ for greater responsibility.

Contributes to employee _____.

Brings greater _____ from training events.

Establishes an attitude and culture that stimulates continual _____.

Key Tool: *Learning list.*



Learning list: A comprehensive document which guides the _____ of a new employee. A learning list contains:

A list of _____ to be gained.

A list of the _____ to be mastered.

A _____ for defining successful learning.

A set of _____ for the learner to use.

A way to _____ the learning.



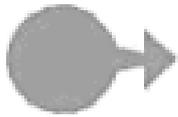
Learning List Template

Form 12

| To Be Learned | Standard | Resources | Date Learned | Verified By |
|---|--|--|--------------|-------------|
| Make a 30 second introduction to the company. | <ul style="list-style-type: none"> - Accurate - Persuasive - Smooth | <ol style="list-style-type: none"> 1. First Steps to Success, Chap. 6. 2. Company's employee manual, section 2. | | |
| Fill out purchase order form | <ul style="list-style-type: none"> - Accurate - Legible | John, CS Supervisor | | |
| Complete an account profile form | <ul style="list-style-type: none"> - Information should be useful - Accurate | First Steps to Success, Chap. 3 | | |
| Understand XYZ product line | <ul style="list-style-type: none"> - Be able to answer common questions | <ul style="list-style-type: none"> - Any senior sales person - Bill, Sales Manager - John, CS Supervisor - Product Manuals | | |
| | | | | |
| | | | | |

Train

To Implement the Learning List



Process:

1. Make a list of the minimum qualifications for the job.
 - The _____ to be gained.
 - _____ to be mastered.
2. Think about circulating the list to other employees, asking for their input.
3. Add _____ for each.

Train

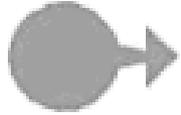
To Implement the Learning List



Process:

4. Define a set of resources for the learner to use.
 - Think about acquiring a library.
 - Don't wait for perfection.
 - Or, subscribe every sales person to *The Sales Resource Center*™
5. Communicate it to the new salesperson.
6. Review _____ daily or weekly.

An Optional Approach



Process:

1. Subscribe each sales person to The Sales Resource Center TM
2. Add specific learning _____ and events to each monthly plan.

For example: *“By the end of this month, have completed Pods #47 and 48.”*
3. Add *“Specifically what did you learn when you...”* to the monthly Kahle Way[®] conference discussion.

Recommended Action Plan

1. Decide which of the two approaches you'll use to train new sales people.
2. Make a commitment to implement either approach by a specific date.