# Sales Training Workbook Manual

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the train the trainer workbook is a guide that helps new and experienced trainers deliver training for best results it links with the train the trainer manual listing all the how to s and why s involved in creating and presenting world class training presentations the workbook parallels the five sections in the train the trainer manual and is a beneficial complement to the manual each section provides the reader with tools sets linking benefits to the presentation the reader is encouraged to use the workbook throughout the entire development of the training program the first section includes tools for conducting the training needs analysis linking any training to the organizational goals and objectives the authors insist that any training must address both new hires and seasoned employees

with measurable results that provide real advantages to the organization unlike many training systems this system links training organizational returns the philosophy of the authors is that without clear organizational benefits training is an unproductive entertainment section two addresses implementation and introduces new tools to create influential training it includes a 17 step template that allows the user to create an effective training program whether it is a single presentation or a multi session presentation the exercises include addressing real world problems demanding solutions the user isn t left empty handed but is provided with suggested tools to understand and address the problems section three includes twenty specific training techniques to capture the interest of the participants engage them with the trainer and other participants and utilize their experience to integrate the training into future behaviors mental engagement is the ultimate goal of all training these tools provide new trainers with years of experience and experienced trainers with insights into approaches that will solve many of their training frustrations section four covers the attributes of inspirational trainers the workbook identifies the best and most effective training techniques it includes a list of 48 traits our trainers have used and that their attendees have liked the most however this section is not simply a list of tools but discusses how to incorporate them into any training program section 5 argues that training is less an art than it is a science and any science includes testing to separate the truth from the fiction in section 5 the authors include twenty two graphs and chart techniques trainers can select and use to monitor and improve their programs these tools are useful by both the trainer and the trainees to measure progress chart successes and help with continual improvement and success in conclusion you should remember that training is a learnable skill practice with the tools we have given you apply them and improve your approach our goal is to make you an effective trainer while helping your organization reinvent itself remain relevant and become more profitable remember this is a guide for the beginner and a reference for the professional

this workbook and the accompanying online resources provide a one stop reference manual for designing and delivering a training course written in a user friendly style the training design manual guides the reader through the design process from start to finish

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