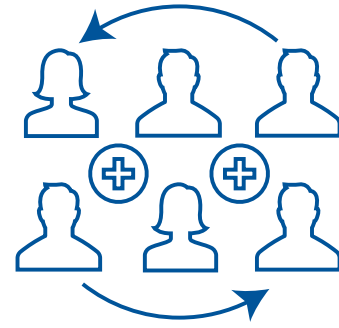


Six Signs that Your Learning Culture Needs a Makeover

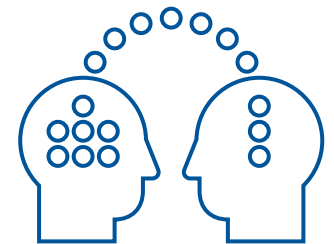


Does your company have an effective learning culture?

Retention levels and turnover rate are good initial indicators of how well your organization is supporting employees, but a careful examination of your workplace dynamic can reveal a more in depth understanding of your learning culture. Whether intentional or not, you have a specific learning culture within your organization. Your level of involvement in this culture will have a direct effect on the teaching your team receives. Taking the time to examine what is already in place to determine what is working—and what isn't—can help provide the best possible experience for your team.

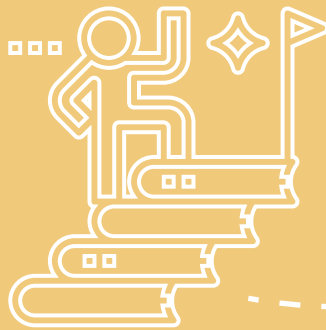
At its best, a dynamic learning culture can create a more satisfied sales team and more productive office. Providing your team with the tools and skills they need to succeed is the key to empowering and ensuring they can thrive in your organization.

If you're still not convinced that it would be advantageous to re-examine the learning culture in your organization, let's discuss the benefits of doing so:



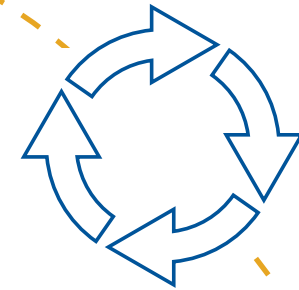
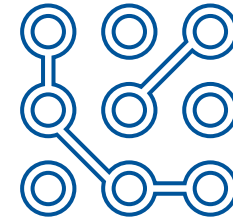
Empowered Employees

By committing to teaching and training employees on an ongoing basis, you provide them with the skills they need to solve problems and work through challenges. By providing a steady stream of training and learning, you also ensure your team is actively engaged and that they feel they are part of something bigger. Fostering a critical thinking mindset and environment encourages your team to solve their own problems and to make the best possible decisions at work.



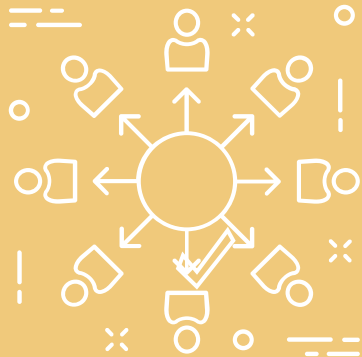
You Keep Pace with Technology

Technology is changing at an amazing rate. By encouraging learning at work, you ensure your team will be able to keep up with the changes that are coming. By incorporating new technologies into the sales process, you set your company up to have a thriving learning culture with employees that stay abreast of the latest technology and trends.



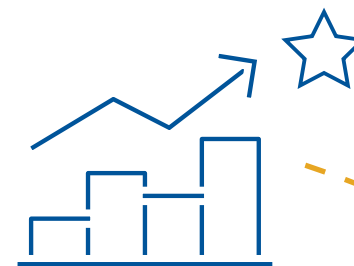
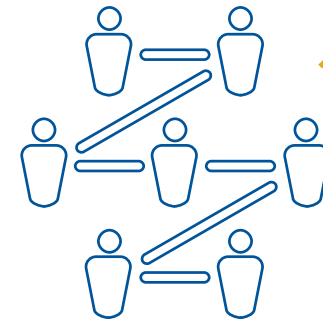
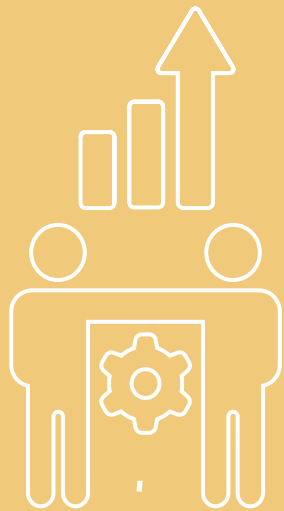
Boosted Employee Retention

The best employees also have the most options, so you need to give them good reasons to stay on your team. Opportunities for advancement within your organization and opportunities to develop skills are ideal enticements for your top workers. As you already know, replacing employees is costly, so the more of your team you can retain over a long period of time, the better.



Improved Productivity

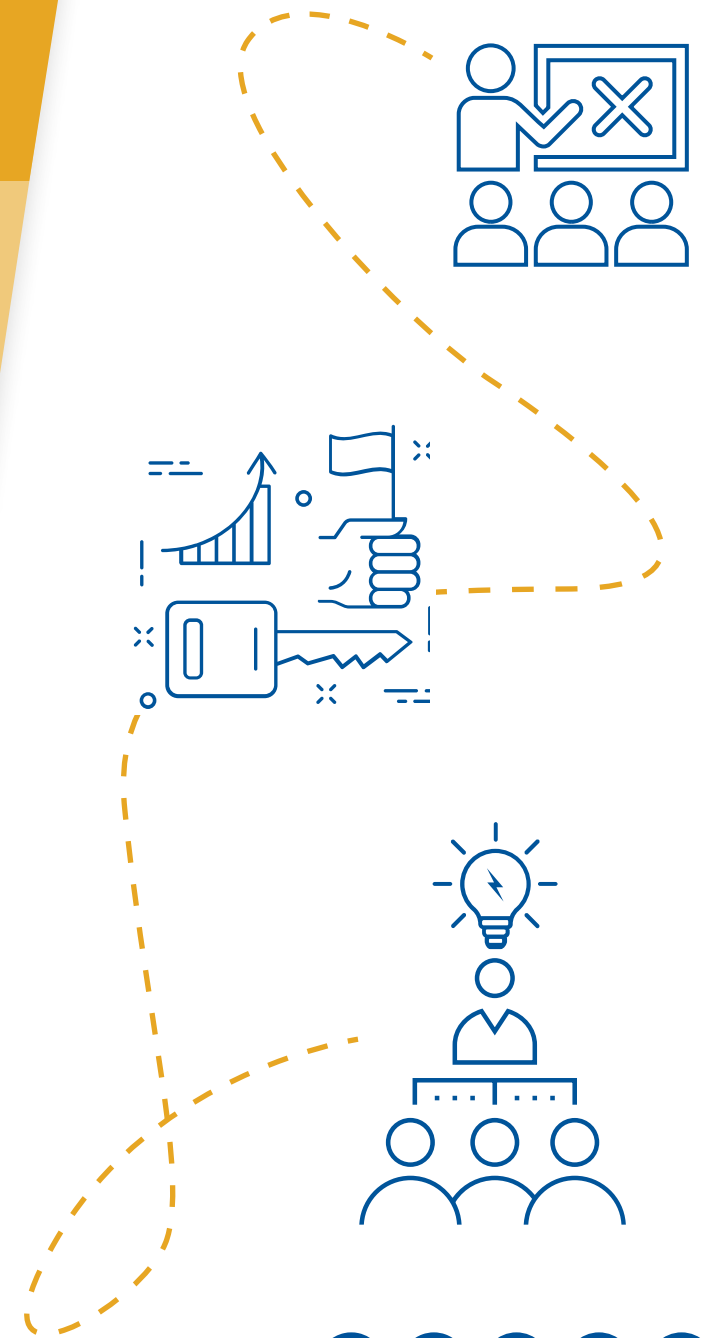
When roles are clearly defined and each team member is able to fulfill their responsibilities, meet their sales goals and solve problems as needed, your team will naturally be more productive. By giving your sales team the skills they need to thrive, you make it easy for them to boost their productivity. Higher productivity means more sales for them and a better bottom line for you.



Now let's get down to it — what are the six signs your learning culture may need a makeover

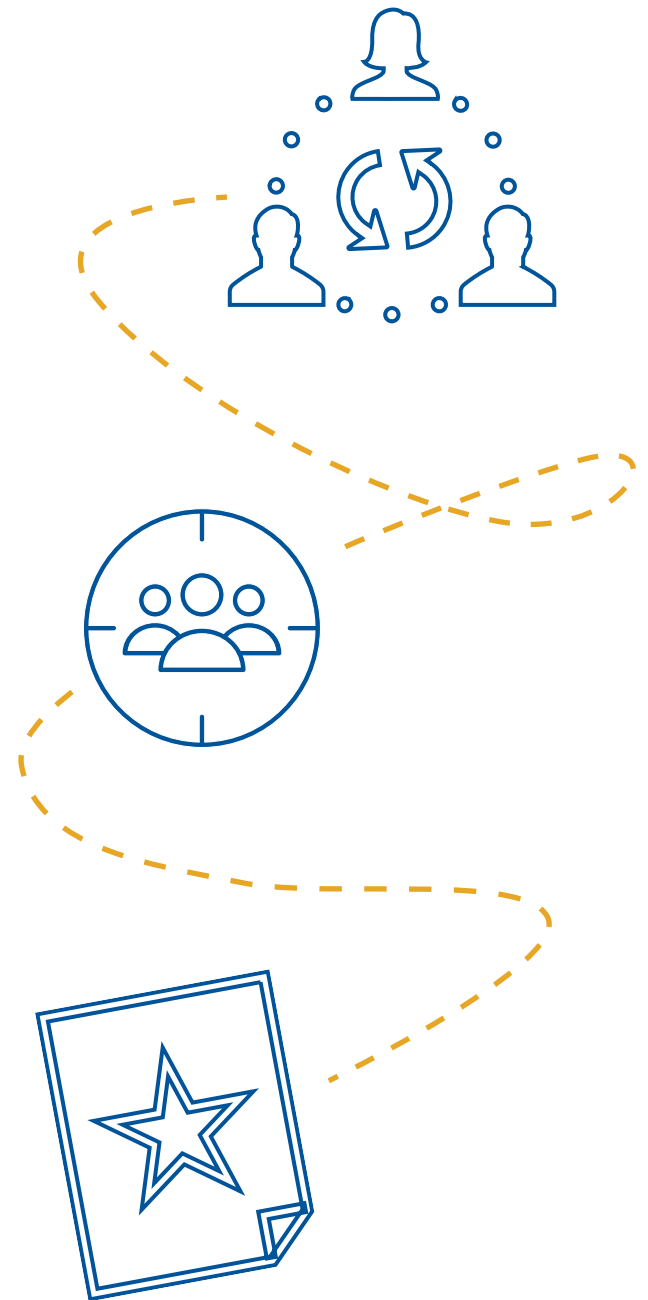
1. An employee steps in to fill a void: In the absence of any formal training or teaching, a senior employee, often a top salesperson, takes on a management role and tries to teach the rest of the team “how it’s done.” A key problem with this scenario is that a good salesperson has proven to have a strength in one area—sales—but may not be as effective of a teacher. Even someone who has good speaking or training skills may not be relaying the proper information or teaching the key values you need your team to master.

2. “Do it like I do:” Once the new manager begins coaching other employees, they likely resort to a variation of their own training, relaying what they remember from any formal training they have had in the past. They also share, usually with the entire team, what they did when they were on the sales team and what methods worked best for them. Simply reminiscing about the past or relaying how you “used to do it,” isn’t enough to give a team a solid foundation in sales, and won’t take the place of a formal training program.



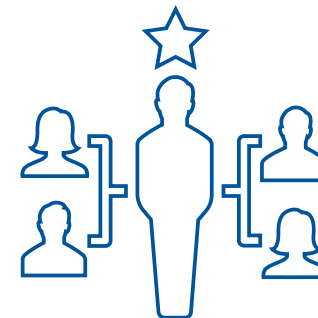
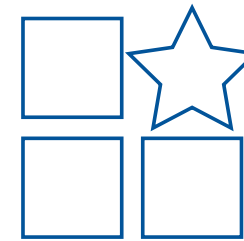
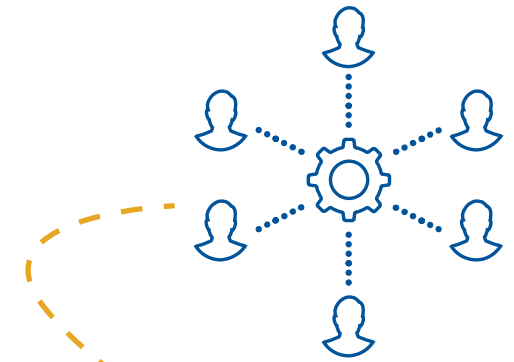
3. A lot of new hires wandering around: A rapid turnover of staff or an attempt to revitalize the team by hiring a new group, and then subjecting them to the same haphazard approach to training, could be a sign of a problem. Since the underlying issue is with the lack of a formal sales training program, repeatedly hiring newer, better and more aggressive sales team members won't solve your problem. You end up in a never-ending cycle of new hires, without any retention or buy-in from the team.

4. Every sales person has their own system: Selling styles vary and what works for one member of your team may not work for the rest. While this is a common argument, when it comes to tracking and customer engagement, it helps if everyone is on the same page. If one sales person tracks everything in excel, while another uses a written log, and others utilize an online system, you simply won't be able to keep up. Choosing one preferred method for customer engagement and workflow can help unify your team and ensure that you are on track for success. Decide what works for you (and what doesn't) and then train existing and new employees on the system you would like them to use.



5. A “one size fits all” approach to training: Assuming that every team member needs the same support and training can cause problems. Even though your whole team is focused on selling, each individual brings their own strengths and weaknesses to your organization. Differences in learning styles and abilities, different selling styles and different skill sets are present in every organization. Training that only probes or considers one area won’t enhance your team’s skills. Even worse, training that does not make an impact or address a key need may be seen as a chore or interruption. It’s important to embrace each individual’s learning style in order to train your team effectively.

6. Training is done by HR, not a specialist: If you want to support your sales team by offering training, you need to have someone who sells for a living (or has done so successfully in the recent past) to provide guidance. An HR professional is an excellent choice for classes or training regarding your organization’s structure and values, but unless they have a strong sales background, they won’t be fully equipped to train your staff. If there is no true value provided or reason to attend, your employees will figure it out pretty quickly and avoid training sessions entirely.



Cultivating and fostering an effective learning culture is a challenging endeavor, but if the signs of a poor culture are caught early enough, there will be plenty of options at your disposal. As you assess your current system, be sure that you are controlling, monitoring, and administering the training while keeping in mind each team member's needs and desires. If you are cognizant of these elements your path to success will be much clearer.

So you need help? Here are a few options:

Professional sales training requires an expert. If you want to provide your team the skills they need to thrive and foster an ideal learning environment, don't settle for anything less than the best. Our proven Sandler Selling System was designed by top salespeople, for salespeople, and can provide all of the elements your team needs to succeed. **Contact your local trainer** and see how easy it is to offer the right training that truly addresses your team's needs and builds skills that will last a lifetime.



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