HOW MOST SALES TRAINING IS IMPLEMENTED





Launch Content-Heavy Training Event, and/or Tools

Time + Resources: 45%

Ask Managers to Coach (Not Tell)

Time + Resources: 10%

Capture Reactions, Compliance, and Report

Time + Resources: 5%

HOW TO BUILD SALES CAPABILITY



Launch Initial Event, Support Tools

Time + Resources: 30%

Develop Habits and Effective Ways of Working

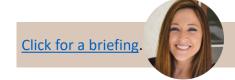
Time + Resources: 50%

THE DILIGENCE ZON

Where business impact happens.

Measure Outcomes and Adjust

Time + Resources: 10%



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