

Train the Trainer

All too often, buyers face an enforced and inflexible approach to sales which turns them off from buying. Being a successful salesperson requires a broad range of effective interpersonal skills; adapting our language to match the buyer, demonstrating confidence, building rapport and being responsive and attentive to name but a few. This two day course provides the essential selling tools and techniques needed to be a truly successful salesperson.

What will you learn?

- ⇒ Best practice when training and facilitating.
- ⇒ The steps involved when planning a training session.
- ⇒ The principles of training design.
- ⇒ New ideas and techniques to implement into your training sessions.
- ⇒ How to effectively work with challenging participants and resolve potential conflict.
- ⇒ Adapt your approach to connect with different styles of learning.
- ⇒ Understand how to effectively manage your time when delivering and facilitating.
- ⇒ Evaluating the return on investment following delivery of training.
- ⇒ Demonstrate learning through practical application.
- ⇒ Create a positive plan of action to embed learning.

What will you cover?

- ⇒ The power of exceptional training
- ⇒ Training and facilitating: the difference
- ⇒ Conducting training needs analysis
- ⇒ Planning your session
- ⇒ Beginning design
- ⇒ Effective learning materials and resources
- ⇒ Questioning and listening skills
- ⇒ Delivery tips and techniques
- ⇒ Facilitation skills
- ⇒ Learning styles
- ⇒ Working with challenging participants
- ⇒ Time management in training
- ⇒ Application of learning to work-based training scenarios
- ⇒ The principles of evaluation
- ⇒ Action planning

Who is it for?

Anyone responsible for designing and delivering training in their role, or for those wishing to cement on-the-job experience with a solid grounding of training principles.

How long will it take?

Two days