

# How to Make Your Technical Sales Training actually work!



Mark Moore

# How to make it work.

A lot of technical sales training follows the 'throw enough mud at the wall and see what sticks' approach. If you want to make your investment count, then get your team clear on what's in this document. It will help you see results much faster. You could ask them to read it, or read it yourself and present back to them the ideas.

## 1. Ignite desire to learn to improve technical sales

**Learning can only be done by you, not to you.** That was always the case. But most training is done with the mindset that it's going to be done 'to' the learner. ("I'm going to train them!" or "A trainer is going to train me.") The learner becomes a passenger, not a driver. Which takes them off the hook and often fails the learner (and the person paying) from the outset.

A learner who wants results, must put themselves firmly on the hook, roll their sleeves up, take charge, acquire, understand, organise, then find a way to apply what works. Then repeat. Concerted effort (with support) is required. Getting this right will accelerate your teams learning and results.

No one catches a ball, if they don't *want* to catch that ball. So put your team in a position where they *want to catch the ball, and you'll earn an ROI*. It's worth helping them load up on reasons why these are useful skills.

They'll learn and grow fast if they believe it will make their lives at work better off, easier, more enjoyable, more effective, more efficient, and more successful. Experience has shown me numerous times, that it will. The people who believed that, chased it, won it, and benefited significantly. Those who just thought they were being put on a passive 'training course' tended not to.

When they believe that's within reach, they want it, and they don't just co-operate to get it, *they drive themselves forwards to earn it*.

All you really need to do, then, is provide an easily-accessible efficient way for them to get the learning they want.

## 2. Connect them to easily accessible targeted learning

Each individual in your team will have **different areas of improvement**. There are some things they all should learn together (shared strategies, team processes, what's working, anything that aligns the team and makes the team what it is). But since everyone has different styles, strengths and weaknesses each individual will want to learn the thing that makes most impact *for them personally*.

**The common way to slow the team right down and stifle their performance is to make them all wait for a training course, that may or may not ever get applied.** Hopefully your competition are doing that right now, whilst you're processing things along right now.

# How to make it work.

**The fastest way to accelerate the performance and results**, providing they want easier, better or more effective ways, is to connect them to solutions now, and have them accessible at their fingertips at the point of need (ideally through their phone or browser). **In a bitesize, problem/solution format, laser focused lesson...**

Consider going on a training course to learn how to change a car tyre **just in case** you need to one day (maybe years later) vs needing to change your car tyre right now, and pulling up a 5 minute 'how to' video on YouTube **'just in time'**.

Which is easier? Less resource consuming? More reliable? Which makes more sense? This learning is 'just in time' as opposed to 'just in case', and my online learning platform '[Engineers Can Sell](#)' is designed in this way to help SE's, technical sales people and engineers learn to solve specific challenges, at the point of need.

**I recommend it to most clients as part of a blended learning solution**, as once your learners want to catch a ball, it pays to connect them efficiently to solutions to their problems, then get out of their way! (But lean in with support and guidance, hence the blended approach).

“Give us the tools and we will finish the job”

– Winston Churchill

“[Engineers Can Sell](#)” is a low cost subscription that most of my clients buy as part of a blended solution, because they realise that the best learning is done on the job, with support and guidance, at the point of need. It has all my technical sales content in bite sized 5 minute videos, and includes PDF downloads of templates, frameworks and one page planners to help users apply what they learn to the job.

Got a challenge? Search my platform, call up the video solution, watch it, complete the accompanying worksheet, and translate it into action right on the job where you need it to work.

You can also use the platform as a linear e-course too. And if something's missing, just contact me and I'll address your challenge either in person, or via a newly produced module for the platform.

More info on 'Engineers Can Sell' [here](#).

# How to make it work.

## 3. 'Build the muscle' for skills that you'll need by taking frequent trips to the 'gym'

“If you want to teach, to change minds or to cause action, a consistent curriculum is always better than a single event. Drip by drip, with enrollment.”

– Seth Godin

*To accelerate performance and results* don't just wait to learn at the point of need. Because some things require 'building the muscle' for, so that you're practiced and ready to win. And for maximum return, that should be done sooner rather than later. The best time to start doing that is now.

This muscle building analogy is worth considering. It helps us understand why one off training courses don't work. You wouldn't go to a gym just once expecting to build muscle, would you? So why would you put your team on a one-off training session? Muscle is built by applying a force repeatedly over time. And that's how learning and improvement (that sticks and gets results) is done.

So of the technical sales skills that require attention and practice on repeat (and there are many that can help a technical sales person to sell more effectively and with more certainty), it pays to follow an ongoing practice plan where you can practice outside of work as well as on the job too. Imagine if your team were building the skills outside of work too? That's efficient growth.

My programs encourage people to strengthen any skills they can when NOT with customers, in their everyday interactions, where possible. And of those that they need to practice in front of customers, they can practice with colleagues with my guidance, or with myself, where I can provide feedback and improvements. This is why a blended solution, iterative and on repeat, compounds the learning over time like compound interest. It accelerates the growth of each individual.

You might want to consider a program that has the right amount of support (it can be light touch, or include whatever level of holding people to account that you want, and can include one to one sessions, or 'group coaching' sessions which are facilitated and encourage the team to solve each other's problems and share what's working. The point is it should be tailored to work for your team, and they should have a say in what they think might work.)

## 4. Find out how your buyers want to buy today, then align your team to help them

There's an idea. Then you don't need to 'sell'. You just need to move your customer from A to B to C, in a way that works for them. There are ways to do this almost seamlessly. And they're learnable. It has a lot to do with understanding how to continuously maximise fit and value.

# How to make it work.

**Fit and value.** That's the focus. Establish and improve fit, then build and connect value through your conversations, demo's, and interactions. Repeat.

A lot of technical sales people (and full time sales people) don't do this well. Often they get caught up in their own world 'selling' or, demo'ing, or emphasising generic features that aren't relevant or valuable to a customer's needs.

What doesn't help is that a lot of technical sales training is delivered by trainers who don't sell anymore, and trains on content that hasn't been updated for a long time. Off the shelf training is often like this. This means that the trainer may not fully understand how your buyers are buying today, and they may put too much emphasis on techniques that once worked which no longer do. If you want your technical sales training to work, then it must be designed to help your team ***align with your buyers today***. And so a 'live' or realtime approach to learning is pretty important.

Once you've done this, you can establish the challenges you need to overcome, what skills, knowledge, tools and capabilities you'll need to improve across the team, and create a plan for doing so. Everything in it's right place.

## 5. Outperform your competition by outlearning them

And help your team understand this point. *When you're not training, someone else is.*

And when you take care of the training, the performance looks after itself. They say, 'sweat more in training and you bleed less in battle'. ***So, to outperform your competitors you need to outlearn them.***

Well that's OK, because my previous business was an 'accelerated learning' consultancy where I helped large organisations shortcut the time it took to learn new skills, measurably. Once CEO I worked with said:

"I'm now getting done in 2 hours, what used to take me 2 days"

– Adrian Griffith, CEO, Oval

Then I pointed all this towards helping technical people learn technical sales skills.

And the news gets better, because the bar is lower than you think. How strong are your competition at technical sales? You just need to be a bit better - just enough to win the customer over. So if they're a 2 out of 10, you'd win at a 3 out of 10! Your team need not be perfect. They just need to improve beyond your competition. We can do that!

But, to outlearn your competition, you need sharper more potent learning strategies.

# How to make it work.

To be able to take the right new ideas, and get them working, on the job, immediately and effectively. One way to be *ineffective* is to spend time learning the wrong thing. The thing that's just not useful right now.

***One way to be effective is to identify the one thing that would make the most impact on your workflow - especially on the thing that's right in front of your face, and learn how to get better at that. I call it your 'HIA' or 'high impact area'.***

As part of our program, we identify each individual's HIA. It's often the weakest link in the chain for them that sets the strength of the chain (or in their case, the height at which they'll go in technical sales). And we focus our improvement on that one 'muscle'.

Intensity is key.

And we strengthen it until it's no longer the weakest link. And then we repeat the process again. This beats throwing lots of tools and techniques at a room full of people to see what sticks. Which is unfortunately the way most training works.

Finally, it's vital to note that some technical sales teams buy in a training course and then wait to see if it works.

**But you and your team are going to *make it work*. Everyone lifts! That's how you're going to get ahead.**

To summarise this section, here's what you should do to make the learning work: You should talk to your team and ignite their buy-in for wanting to learn to improve. Help them realise the short, medium and long term benefits of developing technical - and even full 'sales skills' to their career and life, as well as to your business. It gives them a strong and proactive chance to really shine in their work, with confidence.

Then, connect them immediately to the right learning content, that's aligned to them, and aligned to how your buyers buy. Alignment is key.

Help them understand that accelerated learning is tactical. That some things can and should be learned at the point of need. And other things require building the muscle, and the time to start that is now.

And that they never need to aim for perfection, but that simple incremental improvements that nudge them just ahead of their competition result in a win.

Finally, remember, you're not going to wait and see if a training program works, **you're going to get everyone coordinated, with support, and you're going to make it work!**

Everyone lifts.

A learning or 'training' program that works will include all these things, baked in.

# How to make it work.

If you get in touch with me ([here](#)), I will diagnose and design you a blended learning solution that fits your team with the right level of intensity and focus to see movement and results.

## "Can you send more details?"

For more details on training options and programs, you can check out the 3rd document.

It's here.