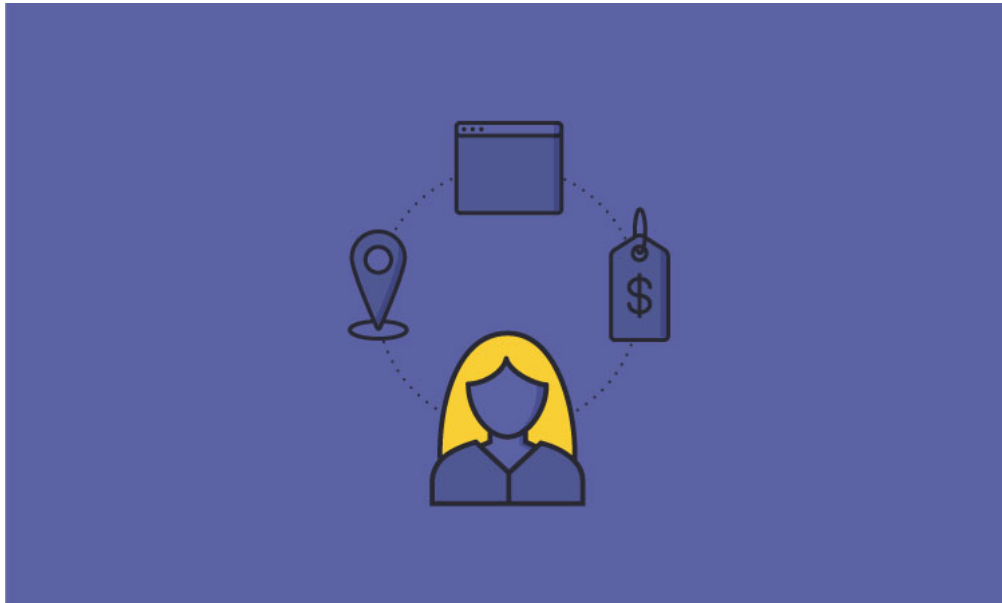


Sales Training Ideas

In this 10 minute Lesson, we will explore some ideas for planning and content creating for your sales training.

Introduction



Welcome! In this Lesson, we're going to brainstorm some ideas to help you kick off a great sales training program.

Discussion Topics Include:

- Tips Before Training
- Sales Class in Session

- Team Building Ideas
- Role-Playing Scenarios
- Incentive Ideas
- Ongoing Training

This Lesson shouldn't take longer than 10 minutes to complete.

Let's get to it.

Tip: To continue, select the arrow on the right.

But first...

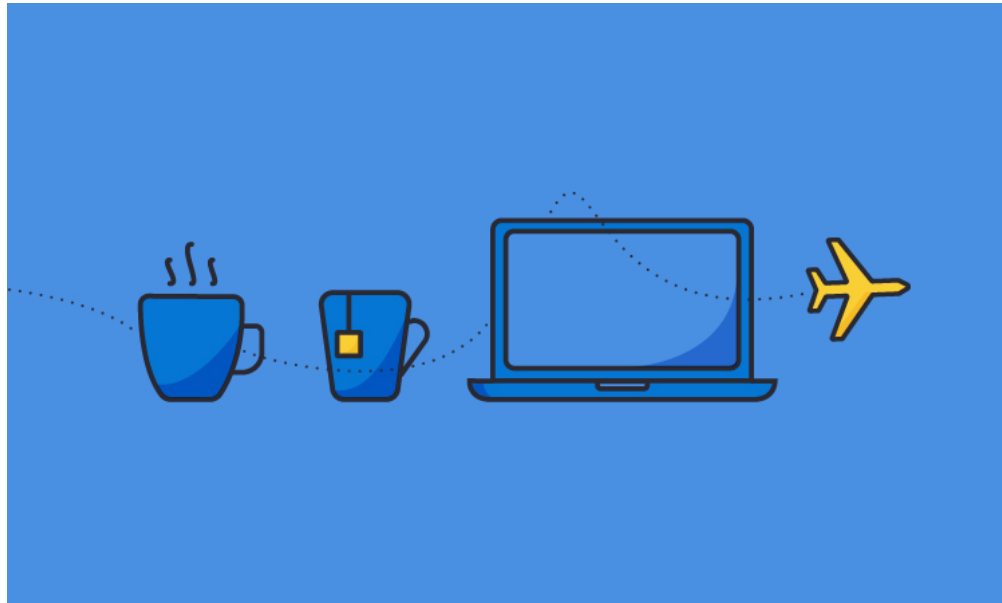


Before we continue, please answer this question.

Required

What are some tactics you use to train your sales reps?

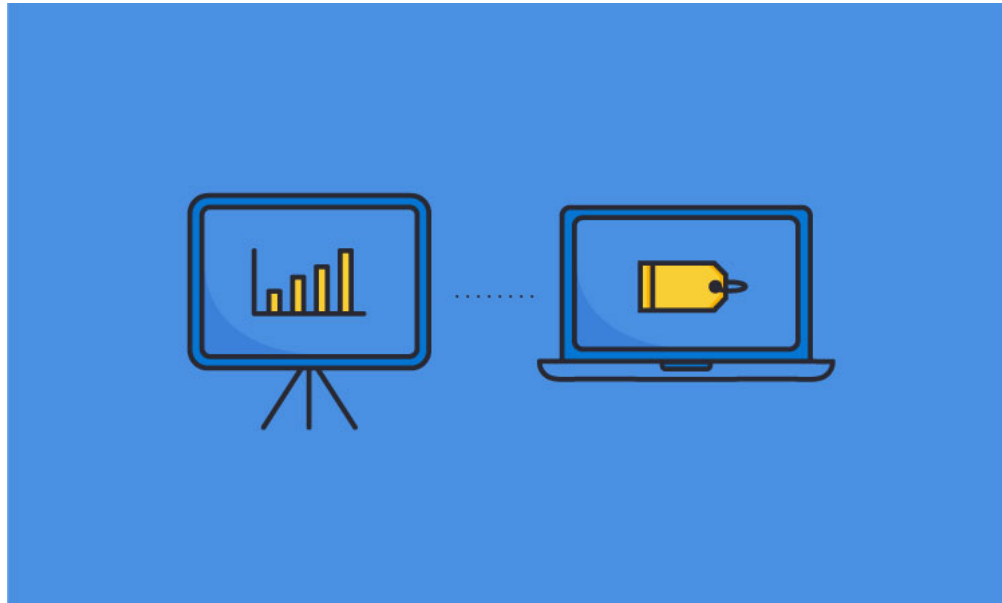
Before Training Begins



Before on-boarding a group of new sales reps, make sure you have **solid content** built for reps to learn from. The material should cover everything from cold-calling to presenting.

Tip: Check out Lessonly's [Resources page](#) for free, additional resources pertaining to sales topics.

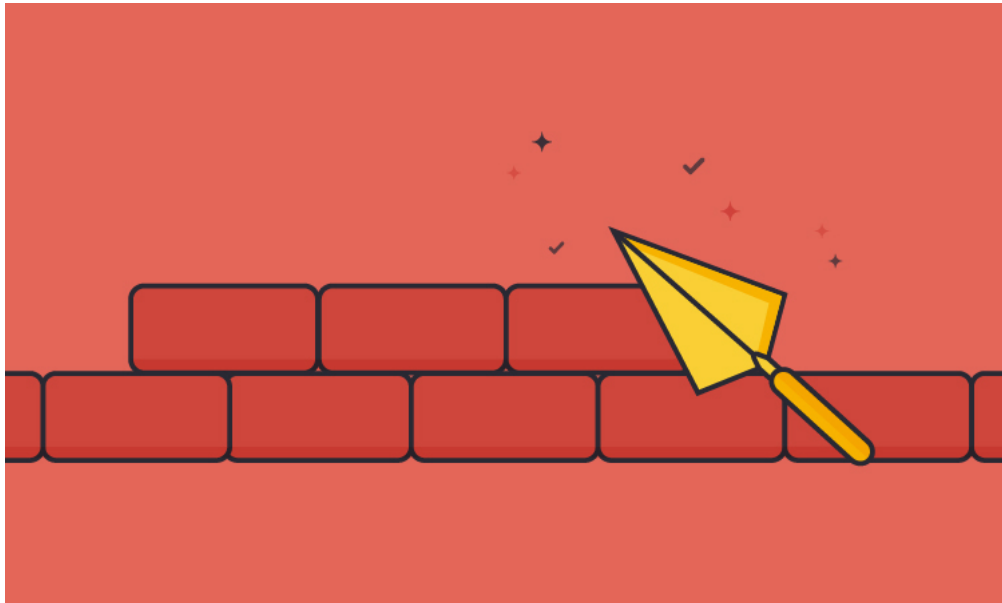
Sales Class in Session



There should definitely be a balance between **training material** and **role-playing practices**. We suggest using the flipped classroom approach; assign material to study, then reinforce what was learned by holding role-playing scenarios in-person the next day.

Note: If you ever need to jump around a Lesson, just click the magnifying glass icon next to your Lesson's title. It will take you to the Lesson's Table of Contents.

Team Building Ideas



During training it's important for you to get to know your reps, but it's even more important for your reps to get to know the team.

Team Building Ideas

- **About Me Lessons:** At Lessonly, every time someone new joins the team, that person creates a Lesson about their life

to share with the team. In turn, that person gets to learn about each staff member

- **Building:** Split up the team in pairs of two or three and make them literally build something — whether it's out of cards, toothpicks, or Legos. Make sure the winning criteria is established prior.
- **Truths and Lies:** After the team has learned a bit about each other, sit everyone down over lunch and let them share two truths and a lie. The person who pinpoints the most lies amongst the team wins!
- **Project Product:** Break the team up into partners and have each pair come up with an innovation and pitch it to the rest of the group. Extra points for comedic genius? We'd say so.

Exercises like these will bring the team closer together and ease any initial nerves.

Role-Playing Scenarios



Role-playing is a big part of preparing sales reps for their day-to-day duties. When you're preparing sales situations for your reps, get creative.

Tips for Role-Playing

- Alternate between roles. Let the employee be the rep and the buyer.

- Try different contexts of sales communications: phone calls, emailing, and in-person meetings.
- Throw in a few jokes or bad celebrity impressions while you're at it.

Incentive Ideas



Throughout training, you should probably keep some pep in your reps' steps (say that five times fast). Have **short-term and long-term incentives** for training. Reward those who complete training tasks most efficiently or those who aced material testing. Incentives options can range from candy bars to lunch on the boss.

Note: You can always refer back to this Lesson by going to your My Assignments tab or searching for it in your Learning Library.

Ongoing Training



It's always smart to have material your reps can reference and get ideas from during ongoing training. A few pointers we suggest:

Resources

- Keep training materials fresh by updating with modern examples and scenarios.

- Share weekly articles from within the industry. Have your reps share their favorites. Our director, Conner Burt, frequently publishes on [Hubspot](#).
- Seek out sales seminars or webinars

Competitions

Have sales competitions held every month or every quarter.

Coach along the way, and let the winner present their strategy.

Conclusion

With great training material and the exercises to back it up, training won't feel like training at all! We're here to help whenever you need it. We love hearing your ideas and helping you brainstorm.

Happy learning!

Required

What are some team building exercises that you've used or plan to implement in the future?

Required

How have your sales reps benefitted from training materials and/or role playing?

Required

Do you have any comments or questions?

Remember: To complete the Lesson and submit your responses, don't forget to click **Finish** to the right.