



*"Partnering with clients  
to accelerate growth."*

## Implementation Coaching

*Training should not be a one-time event!*

### Program Description:

The challenge with training is that many companies view them as a "one-time event", and after investing a lot of time and money on a training session, they fail to make a serious effort in implementing what they just learned.

Just think about any sport that you play. Golf for example. Did you take one lesson and then join the pro tour? Or after your lessons did you go out and hit 5000 golf balls to practice your swing and make it routine? After playing for years did you find that you needed more lessons to re-learn the basics to stay at the top of your game? Well why not do the same for other training as well?

As part of our research, we have measured sales training effectiveness. What we found is that Implementation Coaching is the most significant component of any training, and when done correctly can provide a four-fold increase in the adoption and use of the new skills that were learned.

To understand this better let's look at your sales team. The top 20 % are the reps who are always exceeding their quotas, always looking to improve, and begging to go to training. They look forward to learning new techniques, and are always trying to stay on top of their game.

On the opposite end, there is the bottom 20 %. They are not good enough to keep, but not bad enough to fire. They plod along with mixed results, and are not typically receptive to learning new approaches.

Then there is the middle 60 %. This is the group that has a chance. They may not have the innate talent and drive of the top group, but have the ability to improve and drive a significant part of the company's overall sales growth.

Although every group will benefit, it is this middle group that benefits the most from robust post-training coaching, and the reason why we developed this program. Implementation Coaching has helped our clients ensure a significant ROI on their investment in training, while also achieving the overall performance improvement of their sales team to drive business.

Coaching to develop new skills takes time. Unfortunately today's managers are so consumed with tasks, that many times this important activity gets sidelined.

Triton's Implementation Coaching program helps managers:

- implement new skills.
- ensure a significant ROI on the investment in training.
- maximize the performance improvement of their teams to drive results.

Let us help you achieve a four-fold increase in the adaptation and use of new skills with Implementation Coaching.





### Program Outline:

Implementation Coaching can be accomplished via one-on-one coaching or in groups.

For one-to-one sessions, we work closely with managers to help individual sales reps address specific selling situations while assisting them with their unique development needs. We accomplish these via our consulting services, and customize the approach for each individual.

For groups, the Implementation Coaching program uses a case study format, which provides a forum to discuss the use of the key concepts learned during the training. This is not a "wow I just won a big piece of business" session. It is designed for the reps to discuss where they took a concept they learned from the training, applied it to a selling situation, and the result they achieved in building relationships or moving the sales process forward.

The goal is to ensure that the key concepts, approaches and tools learned during the training are applied.

Each case study is 20-30 minutes, using the format below:

- Brief presentation by Triton to review the Key Concepts from the training to be discussed.
- Presentation of the case by the rep. This is a short 3-4 slide presentation that reviews the customer situation, what Key Concepts they used, and the result.
- Review and group discussion

The format allows for every sales person to have the opportunity to do at least one presentation. The case studies also create a library of successful tactics that can be used by the other team members and for training new reps in the future.

### Who should attend:

Everyone who attended the Triton Training session. We recommend that any Marketing, Technical Support and any other personnel who interact routinely with customers attend as well.

### Time Requirements:

The Implementation Coaching sessions are conducted via webinar or teleconference on a bi-weekly basis. Calls are 30-60 minutes, and will include 1-2 case studies per call. The program runs for 3-4 months based on the size of the group, and can be extended for longer terms based on the needs of the organization.