



# Why Sales Training Doesn't Work

by  
Jeffrie Story

It's simple. Sales training doesn't work because we shut it off at the end of the class.

Salespeople sit through class, get great ideas and promise themselves phenomenal new results, then return to their territories and crash back into the same old ruts and habits.

Let's face it - knowledge isn't enough. If we want a different skill set and more effort in the market, it's behavior that must change.

Salespeople must get out of their comfort zones and do something they're not good at, so they can practice and learn. How many people want to do things they're not good at? If they were already good at these behaviors, you wouldn't have invested in the training in the first place!

To make real change and increase results, two factors must be present:

1. People must **want** to change their behaviors and habits – enough to be willing to become an apprentice again;
2. New behaviors must be reinforced consistently, by managers, or with some form of accountability to the change.

Either one alone doesn't work. Well, the first one might work alone, but it takes a highly energetic and goal-driven person to pull it off.

## Same Old Questions

Most sales organizations, though, aren't filled with that kind of salesperson, or executives wouldn't be asking age-old questions like:

- **Why don't our salespeople just *do* what we've *trained* them to do?**
- **Why don't they make more contacts?**
- **Why do they hide behind servicing?**
- **Why do they complain so much?**

The issue then falls on the front-line sales manager – who is usually either overworked or untrained in effectively driving behavioral change. Our front-line sales manager is also

frequently overwhelmed with administration, interdepartmental meetings, servicing issues, reports, etc.

In my own personal experience with a variety of industries, sales managers are lucky if they spend 5% of their time in coaching. Even sadder is: they're the ones who are giving me this statistical estimate.

### **What's Your True Revenue *Potential*?**

Another issue we have with the sales managers is: we can't tell whether they're really driving behaviors! Yes, revenue is the bottom line, but what's the revenue *potential*? Even if their quota is being met and surpassed, wouldn't you like more revenue from the same people?

And is there turnover in good salespeople because of the sales manager? If so, it takes so long to identify it that you've wasted a whole lot of money.... You might not want to know just how much.

We need to know whether, and how much, the sales manager is creating good selling habits.

### **So What Do We DO?**

Is there a solution to this dilemma, without beating up the sales managers and requiring even more time from them?

Yes. The answer is based on 30 years of research and experience, combined with scientific tools that accurately track progress.

In short order we can do the following, with the Jeffrie Story Unleash Your Sales DNA® System:

**PULL**

1. Identify exactly where your revenue potential is hiding, and what behaviors need to change.

You'll know how to get more from individual salespeople, and from your organization as a whole. (Inhibiting habits are contagious. We can tell you which ones are spreading, and how to cure the "virus.")

2. Develop a program that specifically solves your company's behavior issues. Create the desire and deep understanding for behavioral change.

**PUSH**

3. Provide a tool to hold salespeople and sales managers accountable for change

4. Give senior managers the tools to easily stay informed of ongoing behavioral change without spending hours of their valuable, productive time.

## **We call this system *The Strategy of Pull and Push.***

We pull new behaviors from people by getting them to want to change.

Then we push accountability for ongoing change and growth.

Our system is based on two scientifically-designed tools that are both unique in the market. **You won't find anything else** like them.

Jeffrie Story, Unleash Your Sales DNA® is the *only* company that provides this complete, systematic approach to change sales team behavior, leading to increased revenue and market share for your company.

**The best part of this system is: it enables any *existing* training to work, and fits in with whatever sales model you're using.**

**You don't have to revamp anything**, or start from scratch. It slides right in and gives you a high return.

## **The End of Sales Training; a Modern Business Philosophy**

Our philosophy is simple. It is:

*To get more revenue and market share, behavior must change – usually in the form of initiating more contacts and getting out of comfort zones.*

### **We must:**

1. Know where the problem behaviors lie.
2. Know how to change the behaviors.

Once changed, we must make sure it sticks.

## **We don't stop until... Actually, we don't stop.**

Training never ends. The class may be over, but the returns keep flowing.

Your managers know exactly how to get more performance from every salesperson.

Tools are in place to insure that managers manage, and that staff performs to your standards.

Everyone is held accountable for a direct result – more revenue, more market share, more profit.



**Jeffrie Story, Unleash Your Sales DNA®.  
Changing behaviors for increased profits.  
We turn your sales team's hidden potential into money – guaranteed!**

© 2005 Jeffrie Story, Unleash Your Sales DNA®, All Rights Reserved.

*Jeffrie Story helps organizations and individuals achieve the earnings they deserve, and the money they want. A summa cum laude graduate of the University of Iowa, Jeffrie spent 25 years in sales leadership at a Fortune 1000 corporation, where she was known for getting results. Jeffrie combines scientific tools with experience and a passion for transformation.*