



## **Module Ten**

### **Train the Trainer**

#### ***Positioning:***

A good salesperson or manager does not necessarily make a good Sales Trainer. Why? Training requires the transference of skill and knowledge to the point where the trainee has the ability and confidence to use it. The training of skills is therefore quite different from using those skills.

This Programme addresses the issues concerned with the successful transference of skills, taking account of the diversity of delegates' mental capabilities and attitudes in a manner that enables the Trainer to judge the speed and level of learning of each delegate.

To be a successful Sales Trainer, it is necessary to understand the methods of teaching someone the skills of selling in an environment of constant change and in an arena of multiple decision-makers and influencers. Teaching in the Training context means ensuring that the delegate is able to use the skills learned in a confident and efficient manner. Each delegate has varying degrees of experience, education, attitude and belief and they will absorb new information in different ways at different speeds. Training requires constant review and practice in order to develop a high level of competence, and in order to become competent, trainers should attend an ESP 'Train the Trainer' Programme.

#### ***Deliverables:***

- Addresses the issues concerned with the successful transference of skills, taking account of the diversity of delegates' mental capabilities and that people process information differently. Enables those responsible for training others to do so effectively. Teaches delegates the importance of repetition in learning and how to conduct Skill Gap Analysis during the Programme

#### ***Content:***

- The Way the Human Brain Learns
- Cognition – Processing Information
- Modelling – Processes for Delivery
- Retention for Recall
- Cognitive Receptors – Use of Different Senses
- Training Methodologies
- Constructing Programmes
- Delivering Programmes Effectively
- Motivating Delegates to Learn and Embrace New Skills

#### ***Who Should Attend?***

- Anyone who has a responsibility for motivating, controlling and training others