

Corporate Training Best Practice

What you can do to be sure your training is on target and the lessons stick with your people with a little planning ahead and hardly any expense.



In twenty years of corporate selling-- 10 years in IT and outsourcing sales-- training sessions ran the spectrum. I've attended sessions ranging from corporate policy and administration to sales technique and product technical features.

Every session had a 'how was it' questionnaire at the end. Most had a test. You passed. You walked out.

It's all fine if you walk out the door and accidentally stumble into a meeting where your customer has 10,000 questions he expects you to answer on the spot.

The point is, most training, while thought out, is pulled together to cram as much data into employees as possible in as little time as possible to control as much expense as possible.

The test proves that you, the company and trainer, supplied the training; it also proves that the employee attended the training. The survey, if anyone had time to complete it before running out the door to catch a plane, is a tool meant to improve the next session.

Good idea. Unfortunately for you, the survey responses typically don't reflect the effectiveness of the training and you know something's missing.

What you can do.

Next time you plan your training, make sure to have a brief list of, say 5 to 15, of the key points and practices your employees need to know and practice for the training to pay off and your business to succeed.

Two weeks after the training, send out a link to a questionnaire or poll- one per training class.

The questions reflect the important things you identify. The responses reflect retention and provide a good measure of the effectiveness of the training. Make it mandatory to respond by a certain date.

Then, do the same thing one month after that.

A couple of things will happen:

- **Repetition will increase retention**
- **You will learn which classes were effective**
- **You will learn which groups retained information**
- **You will know which groups require a refresher**

Employees cost a lot and your business depends on them. Don't skimp on the training.

TIP: **There are many low cost or NO cost service providers you can use that provide insightful statistics and graphs for analysis.**

Here's a couple of sources you can start using today:

www.poll daddy.com, www.stellarsurvey.com, www.questionpro.com,
www.easyinternetsurvey.com, www.surveymonkey.com, www.surveygizmo.com

Mark Daniels is a B2B and B2C Business Marketing and Sales Consultant, Author and Speaker specializing in creating calls-to-action that generate leads, shorten sales cycle times, increase top line sales and bottom line margins.

Reach Mark at Mark@mysaleshero.net