

Because You Deserve More Than A 3% Solution

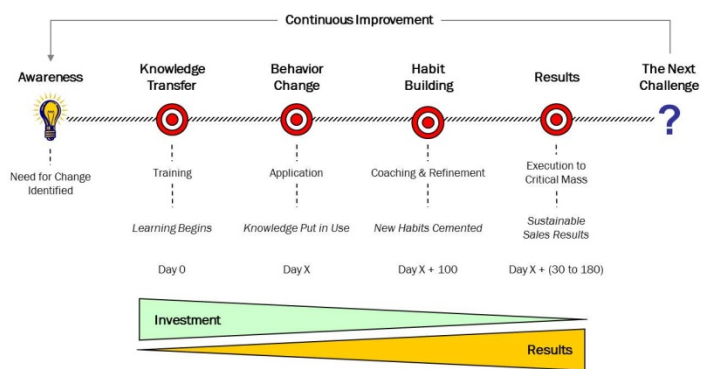
Speak candidly with experienced Business Owners, Sales Executives & Sales Professionals and you are likely to hear them bemoan the fact that most sales training initiatives fail to produce an acceptable level of measurable, sustainable, incremental business results. Speak candidly with leaders in the personal and professional development field and they will tell you that most professional development programs are essentially built to support a 3% solution.

Why do we say 3%? Historically, approximately 3% of the people attending any given training program will be motivated enough, self-disciplined enough, and self-directed enough to act upon the knowledge being imparted in the training program, to the point of actually integrating the training into their daily business life. 97% will not.

Meaning, that within 90 days of completing the program, approximately 3% of the participants will be on track to achieving greater business results as a result of the training; some other portion of the participants will have produced some short lived results, while as many as 90% of participants will have reverted to the same habits that were driving their behavior and performance before attending the training.

Why does this happen? Simple ... because *Learning* is a *process*, and most *Training* is conducted as an *event*.

Achieving lasting, measurable business results from training requires both Knowledge Transfer *and* Behavior Modification. Whereas Knowledge Transfer can be fairly easily facilitated within a relatively short-term training event, successful Behavior Modification requires disciplined daily practice, reinforced by on-going coaching, feedback and support throughout the habit building process. A process that requires a minimum of 100 days of consistent thought and action ... and often longer.



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Sustainable results are only found at the end of the learning process.

The simple truth is that the vast majority of time and money businesses invest in sales training is spent on Knowledge Transfer events, which produce little in the way of measurable, sustainable results. The abundance of the results awaiting the business are only to be found in the wake of the on-going coaching & support required to support the habit building process. When individuals are left to their own devices, only about 3% of the people will be self-motivated and self-directed enough to follow through until they achieve greater sales results.

Why is this allowed to happen? We know the answer to this question as well. There are a number of contributing factors to why Business Leaders continue to get caught in this cycle of futility, not the least of which are:

- 🏠 ***A willingness to believe in magic.*** Business Leaders are seeking to improve business results now. They are told by their internal training departments, and outside consultants, that a training program will magically address their concerns and deliver business results. It becomes very tempting to ignore common sense and past performance and believe in the magic of training.
- 🏠 ***A lack of understanding of the problem.*** Many Business Leaders have reached their current positions in part because they were exceptional performers as they advanced through their careers. Often, they do not fully understand the critical success factors that helped fuel their success, nor are experienced or skilled in training and coaching others.

👉 *The lack of a better solution.* The vast majority of sales organizations and sales leaders simply do not possess the knowledge or the tools to deliver training and coaching in a way that supports a results-oriented learning and habit building process. It is simply not easy for them to do.

Sales University® and the 90%+ solution ... At Sales University, we are committed to helping our clients flip the formula on training for results, to help our clients develop a 90% solution. We know that adults learn best when:

- 👉 They are presented with knowledge & skills in bite-sized chunks.
- 👉 The content being presented relates directly to the real business issues they are facing.
- 👉 The learning process is being supported by continuous, real-time feedback & positive coaching.

This is how learning and habit building happens. Sales University has designed the Sales University curriculum for achievement, and built the SalesUniversity.com virtual campus, to fill the void between *traditional Training*, and *real Learning*, to produce real business *Results*.

- 👉 The Sales University curriculum for achievement is designed to teach the essential knowledge & skills of sales, marketing and customer service in bite-sized chunks.
- 👉 All Sales University content is designed to be self-tailoring to the individual student's products, markets, and industry.
- 👉 Sales University provides the Sales Leadership and Coaching tools to give Sales Leaders the power to design and deliver their own training programs, and coach their people to success.

So why do we call this the 90%+ solution? Sales Truth: The most effective method of training sales and customer-facing professionals — *and for keeping them performing at their best* — is through focused, relevant, continuous training, presented in bite-sized chunks, and supported by front-line coaching. Sales University is in the business of helping you create and support this type of success program in your business. However, the simple truth is that even with the best training and coaching available, not everyone will be a good fit for your business. Another benefit of the Sales University training process is that you will more quickly identify those individuals who are not a good fit for your business; allowing you to mitigate the costs and opportunities lost from a poor fit, and freeing up your resources to invest in the people who can help your business excel. This is *Training for Results*.