

SIGNAL PATH

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"Vision is the art of seeing the invisible. Leadership is the capacity to translate vision into reality."

TRAINING IS HARD

A few months ago I received a "Tip 'O The Day" from Eddy K. I sought and received his permission to relate the main sentiment of his admonition including extensive quoting. This is not my normal style BUT the subject is way too important to gloss over. "The only thing harder than training, is being trained" was the title and it resonated with me. Some key contents... (begin quotes)

"I was thinking the other day that most people would not put their life in the hands of a doctor who wasn't trained. We wouldn't put our lives in the hands of an attorney who wasn't trained. Yet, everyday, we put our business in the hands of a sales staff that isn't trained. And for most of us, our business is our lives."

"Here is a great example of not being able to break habit: A customer walks in the door and you say: "How can I help you?" The customer says, "Just looking." It has happened to you 1000 times. I wonder how long it takes to realize that if you don't want to hear "just looking" you shouldn't be asking "how can I help you?" There are better ways to open a sale. I know."

"It's not the acquisition of knowledge that gets you ahead. It's the application of knowledge."

"Most of my students are reluctant participants. They are there because the boss made them go. I often hear them complain: "You know, I'm not being paid to be here." I think to myself: My God, I went to college for four years and I'm still waiting for my check. The company is paying for your education. Information you will have for the rest of your life. Information that will allow your career to grow. Even if you are 22 years old and have no intention of staying in retail, this is valuable stuff. Life is a sell. I sell the cleaners on getting my cloths done on time. I sell the hostess on getting me a good table. I sell my wife on letting me have a day off. When a manufacturer comes in for product training, he's not the enemy keeping you from going home. He or she is there to help you make more money. Any time you have the chance to go to a seminar, on any topic, take it."
(end quotes)

How true. I observe that alotta guys already know it all and therefore only grudgingly and reluctantly engage in a "training session" with the "factory clown". Often times the owner of the store and the associated sales rep depart the training session after a few moments to go outside and "yuck it up" about some unrelated topic. You see, they are too important to sit in with "schlub sales people and installers".

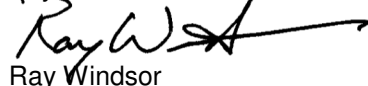
That said there are corollaries for the store owner and the "factory clown"...

Store owner: Qualify the trainer and his subject matter. You have a responsibility to insure that your people are not being abused by having their time wasted, falling asleep to a boob who does not know the subject. Then it is necessary to set expectations for a worthwhile education and to personally participate, because it is important to your business to have capable staff who love to improve.

"Factory Clown": Bring your "A Game" to training sessions. If you are not the guy conducting the training be sure that the guy actually conducting the training is worth the time and energy that the retail owner and his staff devote to the task.

If you have never experienced a good training, contact Eddy K, <http://www.eddykay.com/level.html/icOid/43> I did. It was worth it!

At your service,



Ray Windsor