

The Don Hutson Report

© 2019 Don Hutson

Global Expert on Sales & Negotiations

Volume 2020, No. 4

February 25, 2020

Ignite Your Rocket Fuel For Sales Acceleration!

When training and education that embrace *best practices* and take advantage of *recent trends* are combined, they create the combustible fuel required to make your future transformational!

As I once spoke with the VP of Sales at a prospective client firm, some enlightening facts emerged. When I asked him, “Can you tell me about the sales skills training you’ve planned for your team to complete this year?”

His said, “Sure”. Then he proceeded to tell me, in some detail, about the training he was envisioning. As it turned out, this “training” was about *product knowledge* exclusively – and it was to be largely taught by his company’s *vendors*.

Now, I’m in favor of product knowledge, but that is not the same as *sales skills training*. So, I probed a bit more and asked, “So what about the latest and best ideas for sales skills training?” He replied, “All of our sales team members are experienced salespeople, so we don’t spend much time on that sort of thing”. (This made me wonder if they spent *any time* at all on *actual sales training*!)

Experience alone doesn’t assure that any group of salespeople is trained to an acceptable degree today. How would you like to be operated on by a surgeon who has been practicing for 30 years, but hasn’t learned any new medical technology in the past 20? People expect to be served today by professionals in all fields who are up to speed on the latest and best practices.

The training and education profession has been very rewarding for me, and seeing people take action on my ideas and improving their performance is most gratifying. It is also great to see people become learning fanatics, creating their own libraries, and voraciously

consuming the latest and best content that can advance them in their space. These are the people who have identified their propulsion process and know how to tap in to new ideas that make a difference.

Enthusiastic learners who are dedicated to doing great work for their clients are on a rocket ship of their own making! A hunger for knowledge is a terrific attribute for anyone trying to reach *trusted advisor* status. The smarter and more expert we become, the more valuable we are to our clients. Become known for the problems you solve!

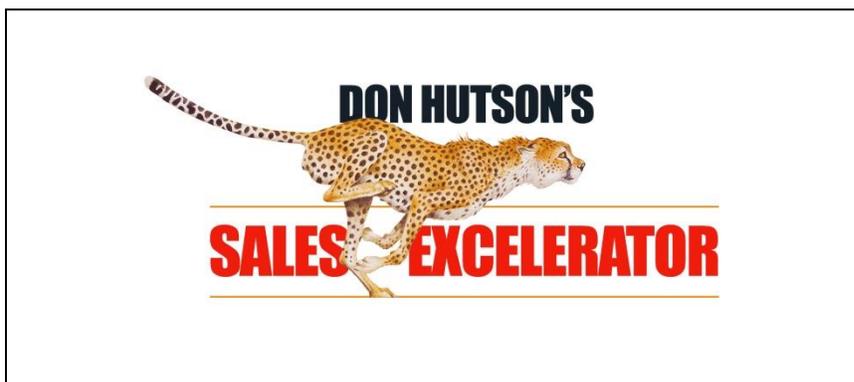
Dr. Peter Drucker once said, “Our greatest responsibility as managers is to give our people everything they need to succeed”. When sales managers are blessed with people who subscribe to self-training and feel largely responsible for their own growth, they often mistakenly feel that they don’t need to train their people. Wrong! The best sales managers make calls with their people, plan and execute great and informing sales meetings, and individually coach every sales person reporting to them. They also coordinate role-playing meetings on a timely basis. All of these activities take time, planning, and effort, but they are vital to growing people and their skills.

My friend, Danny Cox, wrote a book entitled “Leadership When The Heat’s On!” He shared with his readers that his sales force got better when he did! He worked on being a great manager by learning what each of his sales team members needed to succeed, and coached them through their issues on their way to higher performance. We can all get a meaningful lesson there.

So, fill up, ignite, and engage the powerful rocket fuel of sales training to launch your career to new heights!

*It is not too late to subscribe to the Don Hutson “Sales Excelerator Challenge”!
For more information, click on the image below or follow this link:*

<https://go.donhutson.com>



Don Hutson is a #1 NY Times and Wall Street Journal
International Best-selling Author, a Hall of Fame Speaker,
and Globally Renowned Sales Expert.

He is CEO of U.S. Learning based in Memphis, TN

www.DonHutson.com

901-767-5700