

## **5 Important Sales Training Tips**

### **Another Sales Training Tip - Testing**

- **Test Each Day**
  - **Test After Each Module**
  - **Require A Minimum Performance Score  
On Each Testing Module**
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### **Expect and Accept - Only Excellence**

**If a New Hire Scores Below the Minimum Standard:**

- **Provide After Hour Labs**
  - **Send Candidate Home With Self Studies**
  - **Require That New Hires Pass All Failed Testing  
Modules Prior to the Start of Class  
the Following Day.**
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## **Implement A "No Pass - No Play" Policy**

**Have New Hires  
That Fail Testing Modules**

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**Come In An Hour Early  
The Following Morning**

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**To Retake Any Modules  
They Failed  
The Previous Day.**

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## **Implement Mid-Term & Final Exams**

**And Let The Class Know  
At The Beginning Of Training  
That Their Continued Employment**

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**Is Based On A 90% Score  
On Both Exams**

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**You'll Be Amazed  
By The Profitable Results!**

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**You'll Also Be Amazed  
By What You Discover  
In This Process  
About A New Hire's  
Commitment and Work Ethic.**

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**What You See Is What You Get**

**The Exact Same Traits  
That Each New Hire Demonstrates  
During New Hire Training**

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**Will Be The Same Traits  
Each New Hire Will Demonstrate  
When They Graduate To The Sales Floor**

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**Except They Will  
Be Less Constrained  
Due To The More Relaxed Nature  
of the Sales Floor.**

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**If You Have New Hires  
That Show Up Late For Training  
Lunch & Breaks**

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**They Will Also  
Show Up Late For Work  
When They Graduate To The Sales Floor**

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**If You Have New Hires  
That Don't Pay Close Attention  
During Sales Training**

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**You Will Find  
They Won't Pay Close Attention  
To Their Customers Or Manager Either**

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## **Test Their Skills And Character**

**Test Your New Hires  
To Measure Their Skills  
As Well As Their Character  
In The Training Process**

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**And Eliminate Those New Hires  
Found Lacking In Either Category**