

Sales Training / The Weakest Link Syndrome

**From A Sales Trainers Standpoint,
One Of The Most Frustrating Elements
Of Training A New Hire Sales Team**

**Is That The Rate Of The Training
Can Only Proceed At The Rate At Which
The Poorest Quality New Hire
Can Learn And Adapt
To The Training Program.**

The "Hidden Costs" Of Bad Hires

**Since Every Minute, of Every Training Module,
of a World Class Sales Training Program
Can And Should Be Potentially Invaluable
To Each New Hire ...**

**A Single Bad Hire Can Cost Your Company
Tens or Hundreds of Thousands of Margin Dollars
Over The Lifetime Of A New Hire Class.**

**As The Amount of Critical Selling Skills
Effectively Learned By The New Hires
With A Much "Higher Potential" For Success...**

**Is Reduced By The Skills,
Motivation & Disruption Level
of the Bad Hire(s).**

The Impact of Skills & Motivation On Development

**For the Highly Skilled and Motivated Candidates,
The Pace of the Training Program Moves Too Slow,
So They Get Frustrated and Bored and Lose Focus.**

**Those New Hires With Average Motivation and Skills Will
Check Out At Times, But For The Most Part**

**They Just Sit Patiently and Wish the Training
Would Move Along a Bit Faster.**

**For Those New Hires
That Have Less Than Average Skills and Motivation
The Selling Skills Training Is Moving Too Fast
Even When It Is Crawling Along In The Eyes
Of The Highest Achievers.**

A Waste Of Time And Money

**In Addition, Invariably it is the Poorest Quality New Hires
That Ask the Silly Questions, Talk Too Much, and Instead of
Listening To The Instructor ...**

**Their Minds Are Wandering
Trying To Think Up Stories From Their Past
They Can Interject Into The Training Discussions
To Make Themselves Feel More Comfortable.**

Success Limited To The Weakest Link

**The Point Here
Is That The Quality Of Training
Received By A Group Of New Hires**

**Is Limited To The Knowledge, Ability,
Experience, Focus & Willingness To Learn
Of The Weakest Performing New Hire In The Class.**