

Training The Trainer

2 Day Seminar



\$495
Per Person

DAY 1

Understanding Training and Facilitation

- What is Training?
- What is Facilitation?
- Identifying Appropriate Situation for Each

Getting Started

- How to use the software
- How to use Icebreakers
- Focusing on outcomes and results, rather than topics
- Understanding Training Objectives
- Choosing the right individuals to be trained

Gathering Materials

- Identifying Participants' Needs
- Reviewing the Materials
- Paying attention to other trainers and their content

Creating a Lesson Plan

- Planning for the Basics
- Keeping everything fun and engaging
- Customizing the training calendar

Choosing Activities

- Types of Activities
- The box of fantastic and wonderful gifts and prizes
- What To Do When Games Go Wrong

DAY 2

Preparing for the Lesson

- Creating a Materials List
- Gathering Participant Information
- Setting up the Physical Location

Getting off on the Right Foot

- Greeting Participants
- Being Prepared
- Being Prepared When Things go Wrong
- Using Icebreakers

Delivery Tips and Tricks

- Using Visual Aids
- Creating Supporting Materials
- Gauging When It's Time For A Break

Keeping it Interactive

- Encouraging Discussion
- Using Group Work
- The Power of Post-It Notes
- Receiving Feedback

Dealing with Difficult Participants

- The Ground Rules
- Challenges and Solutions
- Handling Interruptions

Tackling Tough Topics

- Tough Stuff to Watch Out For
- Adjusting Your Material for a Sensitive Issue
- Dealing with Sensitive Issues in the Workshop

Wrapping Up

- Tracking Results and Providing Feedback
- Words from the Wise
- Lessons Learned
- Completion of Action Plans and Evaluations

Why You Need Training

• Training Concepts Knowledge Base Has Exploded.

There is more information available today about effective training than in any other time in history. Many of the old methods of training practices have all but disappeared. They have been replaced by more effective strategies and techniques.

• Good Sales Training is What Separated You from Your Competitors.

The explosion of technology within the auto industry has catapulted dealerships into a fast-paced 'age of specialization.' It's getting harder and harder to find qualified sales professionals and turnover is at an all-time high. Successful organizations, to stay productive, competitive and profitable, must recognize the need for continuous, results-driven sales training programs.

• Today's Managers Needs Specialized Professional Skills.

The best sales trainers make it look easy to keep a training session exciting, informative and engaging. Do you think this is because they have natural ability – or are they just better prepared for the events before they happen? It doesn't matter what your level of training expertise is, we can help you make it look effortless, too. All it takes is up-to-date content, a solid training strategy and a long-term plan of action.

• You Need Usable, Hands-On Information.

Almost anything you want to know is available today, if you just know where to look. You could search through thousands of pages of content to find exactly what you are looking for. Or, you can simply follow the easy to understand process that is offered in the my365ast.com training software. It offers daily content and is relevant, down to earth and easy to teach.

• Training the Trainer – You can be the Best of the Best, in Just 2 Days.

Sales training is a process that needs to be part of your dealership's daily routine. Our training professionals have trained 1,000's of people on nearly all the topics related to automotive sales. We offer an innovative sales solution that has never been offered to dealers before. The solution gives you top quality training, that utilizes your current people, and delivers it to you in a cost effective manner that any dealership (large or small) can afford.

"Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time."

- Thomas Edison

Training is something that EVERY manager needs to be able to do. It is not an easy process and many managers experience anxiety thinking about training others. Even if you don't want to train, it is now part of your job and you need to feel comfortable when doing it. Your participants need to understand that training is a process where skills, knowledge, and attitudes are applied in a unique way.

Our Train-The-Trainer workshop will provide your managers with the skills to help them deliver engaging and compelling sales meetings. Skills such as facilitating, needs analyses, and managing tough topics will give your managers what they require to become top trainers themselves.

How You Will Benefit

- Understand the background and theory behind the content
- Build your credibility and trust with employees and management
- Effectively communicate key messages related to course materials
- Understand and utilize interactive/experiential delivery techniques properly
- Feel comfortable managing touchy topics related to course material
- Boost retention with the latest in accelerated learning techniques
- Know the group's needs and adjust your material to meet them
- Create training that has the right flow from segment to segment
- Open a workshop with confidence...close it with a wrap-up that guarantees learning

Designed For

Sales Managers

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