

# Sales Training Reinforcement At Scale



## Maximize The Return On Your Training Investment

### Reinforcement Tailored to Learners' Needs

- Post-Training Anchor Sessions
- Mastermind Groups
- Ongoing On-Demand Learning
- Team Coaching: Field Rides, Side-by-Sides, 1:1 Coaching, Pipeline Reviews

### Bridge The Gap Between Training and Outcomes

Post-training anchor sessions and mastermind groups boost knowledge retention, engage your team, and drive permanent behavior change by reinforcing concepts learned in the classroom. New skills are actualized in the real world immediately following training.

### Best In Class E-Learning Flexes To Any Size Team

Training concepts taught in ILT or VILT modalities are reinforced through on-demand, micro-learning paths hosted on your LMS or the Sales Gravy University learning platform.

### Sales Team Coaching

Sales Gravy Master Trainers & Coaches get hands-on with your sales team to coach and reinforce new behaviors on the job through pipeline reviews, one-to-one coaching, field rides, and side-by-sides.

# Coaching Improves Training Retention

Sales coaching prevents knowledge attrition and enables learners to apply new skills and competencies in the real world.



## Training Fails If It Doesn't Stick

Up to 90% of new knowledge may be forgotten within 30-days of training if learning is not reinforced with ongoing coaching.

## Situational Sales Coaching Training™ for Leaders

When leaders coach the new sales behaviors learned in training, organizations realize up to a 400% return on their training investment.

**Situational Sales Coaching Training™** equips your leaders with the skills and techniques they need to be effective coaches.

