



Transformation Services

Post-training Support to Increase Impact on Results

The Challenge

Sales and Human Resources managers increasingly face tough questions from their Board of Directors regarding investments in training programs:

- **How** will this program affect our bottom line?
- **What** were the results from past programs?
- **Why** do we have good evaluation scores, but no actual change in the way people work?

Experience shows that companies invest significant time and money in training programs without really achieving anticipated benefits. Infoteam's post-training support services address the gap between expectations and results, and are intended to help you maximise the return-on-investment.

Reasons Why Training Fails

The most common reasons why training fails to achieve expected results include:

- **Management** – does not lead and coach the change
- **Good workshop rating** – equated to belief that participants will implement on their own
- **No implementation plan** – following training to ensure execution
- **No consequences** – for non-compliance
- **Focus on controlling** – not coaching
- **Quick fix** – no continuity in approach or application of concepts

Return-on-investment will suffer unless management is committed to addressing these issues proactively on an ongoing basis.

Recommendations for Success

Based on our experience from 2000+ client projects, we offer a choice of services to help you really put into practice what is learned in our trainings. They can be purchased individually or in packages for a period of 3 to 6 months.

Loss analysis – customer interview, sales team interview, gap analysis, key learnings and recommendations

Opportunity pit-stops and funnel reviews – coach the manager and help the sales person win the deal

Best practice sharing call – bi-weekly 1 hour video conference, 4 good examples from actual sales opportunities, pre-selection to ensure quality

Concept booster call – bi-weekly 30 minute video conference (10 minute refresher, 20 minutes questions and answers)

New hires – candidate interview to check their sales process, concise get-up-to-speed training

One-to-one performance coaching – for sales managers and sales team members

Game changer – workshop with top sales performers, consolidate results in an easy-to-learn-from format

Survey – at 30 and 90 days after training to determine how well concepts have been adopted and are being applied

Sales simulation – workshop in which teams apply the concepts on a case study and are scored by a jury

Accreditation – of application after 6 months, repeated annually (gold, silver, bronze medal)

About Infoteam

Founded in 1990, Infoteam develops and implements programs to fill the pipeline with qualified leads, win important opportunities, and develop key accounts into strategic partnerships. Our programs are delivered around the globe in 15 languages through a network of 40+ consultants. Customers say that a key Infoteam differentiator is how well the concepts are implemented into day-to-day practice.