



Customer Perspectives 4th Quarter, 2006 Newsletter

We want to take this opportunity to wish you and yours a joyful and peaceful holiday season and to thank you for your continued partnership.



Training Tips

Training is often the immediate response when your team's performance is sub-par. But a host of research shows that 80% or more of new skills disappears within weeks of training, and up to 85% of training results in a negative ROI.

The problem isn't necessarily the training itself, it's the follow-up that's lacking says Richard Barkey, founder and CEO of Imparta, a UK-based sales and marketing training company. Here are Barkey's 10 ways to make sales training work:

1. Gain commitment by involving leaders in designing the rollout process.
2. Focus training on the top needs area.
3. Make training relevant to different groups by customizing the content and presentation.
4. Quantify the pain of not changing.
5. Incorporate new behaviors into everyday tools and processes.
6. Use managers and those who catch on quickly to coach other team members.
7. View training as change management; it involves both "skill and will," says Barkey.
8. Encourage implementation of new skills immediately.
9. Ask salespeople to report successes to managers at the end of the quarter. Publicize and celebrate these results.
10. Measure results. "If you don't, there won't be any," say Barkey.

Excerpts from Selling Power Newsletter of August, 2006.

MORE THAN INDIVIDUAL RESULTS

Most of our clients take advantage of Prophet's ability to email shops as soon as our Quality Assurance staff has reviewed and approved each report. Accessing your password protected homepage is another valuable tool when looking at your individual and overall results. Your monthly results, as well as branch by branch, store by store results, can be quickly created and viewed. Overall results can also be sent in an excel spreadsheet, shops emailed and reviewed all from your homepage. Contact us at 800-277-4677 for more information.

Upcoming Seminar

[The Conference on Marketing](#) 3/19/07 to 3/21/07, Las Vegas. For details and registration, call 888-670-8200 or email: register@iirusa.com

For our bank clients with Call Centers, you may be interested in this recent article in the Chicago Tribune about a mystery shopping comparative assessment on bank call centers. <http://www.chicagotribune.com/>

