

# Sales Training Programme Template

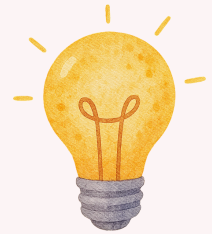
*Build a sales training process that drives real behaviour change*

**Most sales training fails because it is treated as an event, not a process.**

This 1 page template helps you design a programme that changes selling behaviour in the real world. Use it to focus on outcomes, not content, and build a rhythm of action and accountability that shows up in the pipeline.

## How to make it work

- Start with the problem:** Fix the commercial issue you need to solve right now.
- Define the behaviour:** Set the exact sales actions people must change and repeat.
- Build a weekly rhythm:** Learn, practise, coach, review, repeat until it sticks.
- Force real world use:** Apply the skill in live calls, emails, and meetings each week.
- Track behaviour change:** Measure what shifts in deals, not attendance.



### Business Problem

*What's currently happening that shouldn't be?  
(e.g. Too many first meetings and not enough next steps agreed.)*

### Desired Behaviour

*What needs to be true instead?  
(e.g. Every call ends with a clear next step and a dated commitment.)*

### Weekly Development Method

*How will salespeople learn, practise, and get coached each week?  
Choose one: one short skill focus, role practise, then a call review.*

### Real-World Application

*What will salespeople do differently this week?  
(e.g. Use the new questioning flow on five live prospect calls.)*

### Results Tracking

*How will we measure progress or outcomes?  
(e.g. Higher meeting to proposal rate, shorter sales cycle, stronger margins.)*

**Sales training works when selling behaviour changes in real deals.**

Use this template to keep your programme focused on outcomes that matter. When salespeople practise the right behaviours every week, pipeline quality improves, deals move faster, and results follow.