



TOPS® Reinforcement & Coaching

TOPS® is a highly effective reinforcement system that uses a variety of formal and informal reinforcement techniques to match individual learning styles to foster retention and drive behavior change. Using those guidelines

Using those guidelines, Janek Performance Group has assembled a four-tiered approach to reinforce sales training, called the TOPS® Plan:



Team Meetings, where you reinforce sales skills and encourage group learning and sharing best practices



One-on-One Sessions, where each salesperson receives individual feedback on specific wins and challenges



Peer Refreshers, where team members support each other, share ideas, and challenge each other



Self-Study Activities, where each salesperson follows an individualized plan to strengthen sales skills

Content Highlights

4-5 suggested team meetings per module (20-25 in total)

4-5 suggested one-on-one coaching sessions per module (20-25 in total)

Series of Peer Refresher topics

Additional Self-Study materials for Inside Sales

Professionals

Workshop Materials include:

Implementation Playbook

Manager Toolkit

Sales Professional Toolkit

Why TOPS® for Sales Training Reinforcement?

Much of today's sales training is delivered as a one-to-three day event where sales people learn new skills and experience success through role-play and practice. Often after a sales training event, sales people go back to work with high hopes for better results. However, no matter how impactful the training was, the effects usually begin to taper off after a few months.

Today's busy sales managers typically have good intentions toward coaching and reinforcement, but often lack the time and resources to effectively put in place a successful coaching plan. Janek's TOPS® system solves these two common problems for the sales manager. It offers easy to use, viable tools and templates designed to support the sales manager in the implementation and execution of a sustainable reinforcement and coaching plan. It provides a well-thought out format that is both comprehensive and flexible enough to fit into any of today's sales environments. TOPS® ensures sales managers have everything they need, when they need to provide effective and dynamic coaching and reinforcement to their sales team members.