

TRAINING SERVICES

Reinforcement

Reinforcement of training ensures that skills become behaviors.

At Janek, we understand how critical it is to reinforce training initiatives. In fact, our studies show that – without proper reinforcement – 87% of new knowledge and skills are lost within 90 days. Just as the 90-day window is imperative for initial knowledge retention, ongoing coaching and reinforcement are necessary for optimal skills improvement and behavior change.

Due to the importance of having an effective training reinforcement plan, we strategize with clients at the forefront of every sales program. In effect, even before we deliver training, we work to understand your internal resources and capabilities to design a practical reinforcement approach. The plan specifically fits your organization and ultimately ensures that the adoption of skills and changes in behavior achieve maximum return on your training investment.

Reinforcement Options

Direct Coaching Sessions

This structured reinforcement program has a Janek Sales Expert working one-on-one or in groups with the training participants (either onsite or virtually) to ensure complete adoption of the newly learned skills and processes into real-world situations.

Customized Support Tools

Janek's instructional design team will develop customized tools to help with reinforcement at every level – from executives to sales managers to sales professionals within your organization. These tools include: quick reference guides, sales coaching “playbooks,” tool kits and other reinforcement aides.

Free Resources

Janek offers a variety of helpful and informative free reinforcement resources. These include proven industry thought leadership such as white papers, pod casts and case studies. We also offer our own newsletter, Sales Performance Monthly, packed with sales tips, strategies and insights.

A study published by the International Personnel Management Association, reveals that workforce training increases productivity by **22.4%**, while training combined with coaching and reinforcement results in an overall productivity gain of **88%**.