

TOPS® Reinforcement & Coaching

How Top Performers Sell

The modern salesforce has different requirements for reinforcement and coaching of sales training. To ensure permanent behavioral and cultural change, your team needs TOPS Reinforcement and Coaching.

TOPS Reinforcement and Coaching is a system and toolkit that teaches your sales management team how to make new learning stick through a comprehensive approach.



Benefits of TOPS Reinforcement & Coaching

- **Seamlessly implement reinforcement and coaching practices** within your organization, using the TOPS approach
- **Have available easy-to-use and flexible tools designed** to ensure sustainability of learners' new sales skills and best practices
- **Choose from a variety of tools that promote leadership involvement**, manager and peer coaching, and reflective activities that allow for team members' self-learning
- **Put into action a strategic approach to help ensure ongoing team member engagement**, behavioral change, and increased sales success.
- **Help ensure higher ROI on training** by tying formal classroom learning to informal learning opportunities happening on the job



Quick Facts

Perfect for

- Sales Managers
- Sales Executives

Duration

- 4-5 suggested team meetings per module
- 4-5 suggested one-on-one coaching sessions per module

Participant materials

- Participant workbook
- Supporting worksheets & tools
- Job aides & reference guides
- Program certification
- Materials delivered print & digital

Delivery Options

- Instruction-led virtual
- Train-the-trainer certification



Program Objectives of TOPS Reinforcement & Coaching

- Examine and discuss the TOPS framework and supporting toolkits
- **Create a strategic plan for using the TOPS** approach within the workplace
- Select and utilize the necessary tools **to reinforce and coach team member performance** using a four-tieres approach:
 1. **Team Meetings:** Guides, worksheets, and tools to effectively run team meetings where the leader reinforces sales skills and encourages group learning and sharing best practices
 2. **One-on-One Sessions:** Guides, worksheets, and tools allowing leaders to coach sales professionals in a one-on-one environment
 3. **Peer Refreshers:** Worksheets, recommendations, and logs that encourage team members to support each other, share ideas, and challenge each other to higher performance
 4. **Self-Study Activities:** Worksheets, recommendations, and logs that provide an individualized plan for each sales professional to strengthen their sales skills



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.

"The training was excellent. The trainer did an incredible job connecting with the team and making the message relevant. Every member of the team I have spoken with the past two days as has raved about the program. We are very pleased."

Daniel Natterman
SVP Business Development, Unidine



About Janek

Janek is an industry-leading, award-winning sales performance company. We service clients of all sizes, from startups to the Fortune 100, and have applied our proven methodology to diverse industries and verticals. Top executives turn to Janek for innovative solutions to their most daunting challenges.

With Janek, thinking is shifted from what you sell to how you sell. How aligns with the fundamental way buying and buyers have changed. How listens and learns to adapt. How differentiates. Bottom line: how results in more business, more often. It's time to rethink how.

Ready to get started?

To schedule training for your organization visit www.janek.com or call 800.979.0079

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