

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