

Train the Trainer

VALUE PROVIDED BY Train The Trainer Training:

Geared to engineers, installation teams and those on the front line with customers, the workshop's objectives include understanding how adults process learning and how to help them through a learning curve; identifying techniques to improve participation and maintain high energy throughout training sessions; and identifying training techniques that will reduce training time and increase retention. The workshop also addresses adapting training to the bakery environment.

Qualification Questions

- Do you encounter customer complaints / issues specific to your service technicians / installation specialists?
- Are you confident that your installation techs know how to clearly dictate the functionality of your products such that your customer is empowered to run and operate them effectively?
- Does your sales team regularly connect with your installation team?
- Do your customers experience confusion surrounding their main point of contact for product / service-related issues?

Proof Statement

[7 out of 10 people say that training and development opportunities influence in their decision to stay with a company.](#)

Problem

Impact

High employee turnover.

- Equipment Manufacturers: Knowledge loss that inhibits positive customer experiences.
- Bakers: Key individuals who are familiar with machine / facility operating procedures walk away with core insight – causing breakdowns in the plant, as well as a loss of time and money.
- HR teams are consistently having to find replacement labor to support what is considered to be a “low-value task.”

Poor customer service.

- Multiple site-visits create frustration for the customer.
- Service technicians don't feel empowered with knowledge about specific customer complaints, creating a tense service experience and negatively impacting the service tech.
- When equipment is down, time and money is wasted when customer service is working to determine a fix (and who will be responsible for the repair).
- Loss of business to the competition.

Poor communication between the sales and installation teams.

- Sales professionals over-promise on the install, putting service techs in a position to under deliver (and create a poor customer experience).
- Sales professionals are selling solutions that could be better optimized with insight / collaboration with an installer (I.E. the solution is too big and / or too small for the operation).
- Sales people miss out on the opportunity to up-sell given their lack of specific knowledge around machining / engineering of equipment (or space).

Installers are not trained trainers.

- Installers are not trained to actively listen to customer feedback / requests – eliminating the opportunity for better customer engagement and exposing the business to opportunity loss.
- Your customers aren't fully versed on how to use / maintain equipment.

Common Objections

Answer/Rebuttal

I make it an install it, why do I need to train on it?

Ensuring that your installers are fully immersed in the setup, maintenance and experience of the product you are selling is an investment in the longevity of your client relationships, as well as positive, word-of-mouth promotion with other people (bakers) in the industry.

Role

Pain

Key Selling Point

HR Professionals;
Sales Professionals;
Product Design;
Engineering;
CEO

- We believed our training was comprehensive, but we're learning that our people are not 100% confident in what they've learned.
- I'm constantly having to re-train technicians and installers due to high employee turnover.
- My technicians / installers are not actively listening to my customers, eliminating the opportunity for progress / growth with that client.
- My team often over-promises and under delivers due to poor communication strategy.
- I am receiving calls from unhappy customers related specifically to our customer service.

- Train the Trainer works to understand your team's communication needs and style to become better trainers and enhance learning.
- Train the Trainer works with key individuals on your team to create a step-by-step action plan / training process that you can put into action immediately.
- Problem solving is at the core of the Train the Trainer workshop – empowering people on your teams to take an investigative approach towards making your customer's experience best-in-class.
- Members of your team will recognize your investment in making their professional experience better.
- Train the Trainer participants are engaged out of an understanding of their unique personality and communication characteristics.
- Eliminate the negative impact associated with high employee turnover, poor customer service, internal communication barriers and unmotivated trainers.