



## Purpose

To lay out and define the structure, and elements, of the most effective staff development program possible. Have 2 **blank calendars** at the ready, the purpose of which will be both covered and demonstrated at the end of this document.

### 1. Onboarding

- Introduce to:
  - Industry
  - Your business' methodology
  - Top customers
  - Top goals
  - How and where all the departments fit into your business lifecycle
  - **Where each role fits and why they are vital to your success**
    - Often overlooked, with many onboardings only focusing on a few roles, leaving others left out and feeling unvalued—not a good way to start a new job!
- Provide swagger
  - Branded items—mugs, pens, etc; get creative
- Logistics
  - Provide laptops, usernames, etc
- Paperwork
  - Complete but **keep it fun!** This is for your new hires and their success NOT to wrap up items you need done
- Combine all roles to participate in together
  - Provides best opportunity for early exposure to other departments, teammates, etc

### 2. Soft Skills (Applicable to any industry—interpersonal, sales, etc)

- Separate staff into their departments for but keep techniques consistent across organization
  - Each department should have the same definition of customer service, answer the phone in the same manner, etc
- Small or few site companies (1-3) can do live
  - Always provide resources for follow up, continued learning, coaching, etc—for on the job use
- Larger companies should consider eLearning and other tech
  - Keeps implementation from being delayed
  - Keeps costs low
  - Keeps continuity across brand
- **Note: eLearning and tech are always desirable, even when you're small or with just a few sites—allows for consistency, equal and full learner participation, tracking, coaching, at-will repeated use, fluid start dates, etc**
- Provide a complete array—it does very little good for staff to be able to cold call and objection handle if they can't manage their pipeline or control the conversation with customers, etc. **We of course, can provide and help you!**





### 3. Product Knowledge (Hard/Tech Skills)

- If you sell or resell others' products, tap into them for content and resources
  - They are often happy to provide because they want you to sell as much of their product as possible
  - Many suppliers, manufacturers, etc, provide lots of training content, complimentary, often available as eLearning
    - Some will even allow you to extract what you need—for instance, while Training Manager at Navistar, Bendix allowed me to extract from their eLearning what I needed and put it up on Navistar's LMS, providing I signed a simple waiver.
- If you sell your own product, tap into your Subject Matter Experts (SME's) for content
- Again, eLearning is an ideal format when possible, for all the same reasons it is in "Soft Skills" training

### 4. Processes and Systems

- What are your polices and processes? Exceptions?
- What systems do you use? LEAN? Six Sigma?
- How about IT and software?
  - CRM
  - Phone
  - Etc

### 5. Give Access

- Where is your industry headed? What changes and opportunities potentially lie ahead? What related activities, departments and interests does staff have (poll them; talk to them)?
  - Give them access in some fashion to develop the skills that will get them into their desired activities, departments and interests, as well as get and/or keep your business ahead of the curve.
- This is an integral part of workforce planning, which should be part of your soft skills training.

**GPA Training can help with all or any aspect of your training development program(s). From gaps analysis to creating content gathered from your SME's, we do it all. We can provide soft skills content, should you not have your own techniques, and have full programs at the ready for industries such as healthcare, truck and auto dealerships and OE's.**





One blank calendar for each role – fill in the program for new hires. *Sample below uses our dealer service advisor soft skills calendar. Add times.*

Week	Monday	Tuesday	Wednesday	Thursday	Friday
<b>1</b>	Introduction <b>1. Intro &amp; GPA Culture</b> Answering the Phone <b>1. Soft Skills Intro</b>	Answering the Phone <b>2. Customer Service</b> <b>3. Disgruntled Callers</b>	Answering the Phone <b>4. Transfer &amp; Hold Calls</b> <b>5. Completing the Call</b>	Answering the Phone <b>• Test</b> Review modules if needed (failed test)	Answering the Phone <b>• Retest if Needed</b>
<b>2</b>	In-Person Greetings <b>4. Observation</b> Technology & Prospecting <b>1. Email &amp; Texting</b>	Modify and Rehearse Phone Scripts	Modify and Rehearse Phone Scripts		
<b>3</b>	Questions <b>1. Types</b> <b>2. Staple Questions</b>	Questions <b>3. Beyond Staple Questions</b> <b>4. Conversation Overview</b>	Questions <b>5. Listen &amp; Respond</b>	Questions <b>• Test</b> Review modules if needed (failed test)	
<b>4</b>	Listen & Respond Elements <b>1. Myth of Upselling</b>	Listen & Respond <b>2. Fillers</b> <b>3. Objections</b>	Listen & Respond <b>4. Objection Handling</b>	Listen & Respond <b>5. Negotiation Introduction</b>	Listen & Respond <b>6. Objection Simulations</b>
<b>5</b>	Listen & Respond <b>7. Negotiation</b>	Listen & Respond <b>Review Modules</b>	Listen & Respond <b>• Test</b>	Listen & Respond Review modules if needed (failed test)	Listen & Respond <b>• Retest if Needed</b>
<b>6</b>	Address <b>1. Earn the Privilege</b> <b>2. Referrals</b>	Address <b>8. Test</b>	R E V I E W    A N Y	M O D U L E S	N E E D E D   F O R





The 2nd blank calendar is for current staff annual review – fill it in for soft skills, tech review, etc. Sample below is our dealer soft skills review.

<p><b>JANUARY</b></p> <p>Listen &amp; Respond – All Teams Presenting – Presenters for Mar/Apr tradeshows</p>	<p><b>FEBRUARY</b></p> <p>In-Person Greetings – All but Counter</p> <ul style="list-style-type: none"> <li>• Prep for Mar/Apr Tradeshows</li> </ul>	<p><b>MARCH</b></p> <p>Outbound Calls – All but Counter Technology &amp; Prospecting – All but Counter</p> <ul style="list-style-type: none"> <li>• Prep for contacting tradeshow leads</li> </ul>	<p><b>APRIL</b></p> <p>Marketing – All but Counter</p>
<p><b>MAY</b></p> <p>Answering the Phone – All Teams</p> <ul style="list-style-type: none"> <li>• Fundamentals of GPA &amp; customer service warrants revisiting</li> </ul>	<p><b>JUNE</b></p> <p>Questions – All Teams Address – All Teams</p>	<p><b>JULY</b></p> <p>Team Management – Managers Time Management – Non-Managers, Non-Counter Presenting – Presenters for fall tradeshows</p>	<p><b>AUGUST</b></p> <p>In-Person Greetings – All but Counter</p> <ul style="list-style-type: none"> <li>• Prep for fall tradeshows</li> </ul>
<p><b>SEPTEMBER</b></p> <p>Technology &amp; Prospecting – All but Counter</p> <ul style="list-style-type: none"> <li>• Prep for contacting tradeshow leads</li> </ul>	<p><b>OCTOBER</b></p> <p>Address – All Teams Listen &amp; Respond – All Teams</p>	<p><b>NOVEMBER</b></p> <p>Time Management – All but Counter</p> <ul style="list-style-type: none"> <li>• Planning for next year</li> </ul> <p>Team Management – Managers</p> <ul style="list-style-type: none"> <li>• Prep for annual reviews</li> </ul>	<p><b>DECEMBER</b></p> <p>Questions – All Teams</p> <ul style="list-style-type: none"> <li>• Prep for year review conversations with customers—“What didn’t you accomplish last year that you will this year?”</li> </ul>

