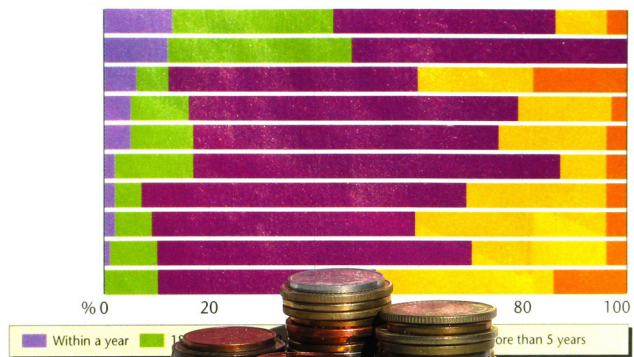




Chapter 7: The Team Training Handbook





Training is one of the most important aspects in grooming your team. This includes:

- Teach
- Learn
- Practice

You need to establish a smooth training flow across different stages. Equip your new recruits with all the necessary skills so that they are able to stamp a good impact soon after they join your organisation.

Terry Gou Tai-ming remarks that:
Scouting for talent and training are among the
biggest challenges for any organisation;
Reinventing and reinvigorating your team through
training: Work Training; Learning from mistakes ;
How to think Competitively;

The importance of education and training is beyond any
doubt,
And the effectiveness of your education and training system
directly corresponds with your monthly income!



The Importance of TRAINING

- 1. You learn on the job through ‘learning by doing’
- 2. You are the teacher and learner at the same time through ‘learning by teaching’
- 3. You learn ‘whenever and wherever’ possible, always

The Importance of A Proper Education and Training System

To improve the survival rates of the new agents

To promote constant growth among the agents

To duplicate success



Terry Gou Tai-ming remarks that:
In order for a company to grow rapidly, it must have the capability of “**Manufacturing products and producing talent**” at the same time. “**Producing talent**” is only achievable through a proper education and training system.

The Beauty of Learning and What are Your Best Approaches to Learning:

- ➔ 1. Learn on the job - As you learn, you improve on the job;
- ➔ 2. Actions speak louder than words - Training brings in more results than learning
- ➔ 3. Continuous learning - Learn from your competitors as well

Learn How to Learn

- ➔ Get the meaning
- ➔ Understand the content
- ➔ Continuous learning and training
- ➔ Put into practice
- ➔ Outcome analysis
- ➔ Improvement
- ➔ Practice makes perfect
- ➔ Re-learning



Instil Positive Thinking and Learning Into Your Organisation.

- ➔ Life is all about improving ourselves through lifelong learning.
- ➔ Learning is a good way to strengthen the inner depths of yourself.
- ➔ Repetition (eg. training courses) is key to strengthening learning.
- ➔ Keep learning and keep practising what you have learned.

“Guide by The Side” to Strengthen Learning Process



- ➔ 1. Join the classes to get a better grasp of the subject matter.
- ➔ 2. Take part in drill and practice all the time for further improvement.
- ➔ 3. Think from customer’s point of view and raise queries.
- ➔ 4. Evaluate and analyse the performance of the new agents

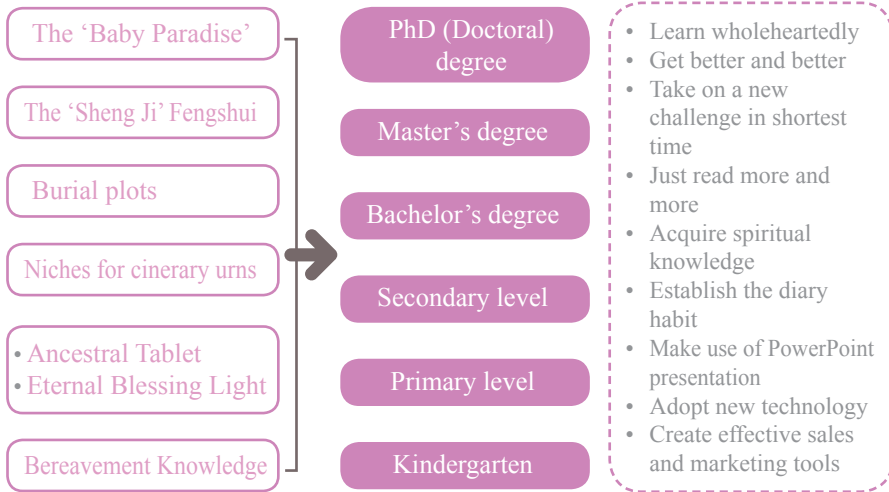
The Mechanics of Grooming New Agents



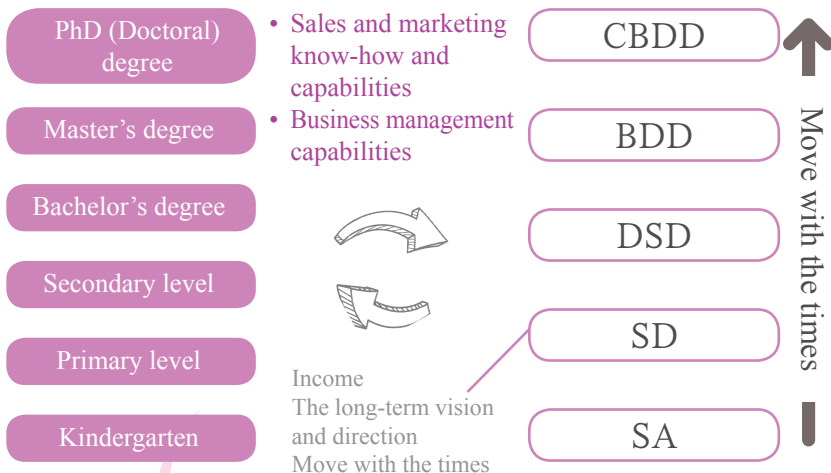
Training Courses for Different Rank of Agents

Courses	SA	SD	DSD & Above
Bereavement Knowledge	√		
Selling Skill	√		
Recruitment Skill		√	√
Motivation		√	√
Agency Development			√
Management Skill			√

Stages of Learning



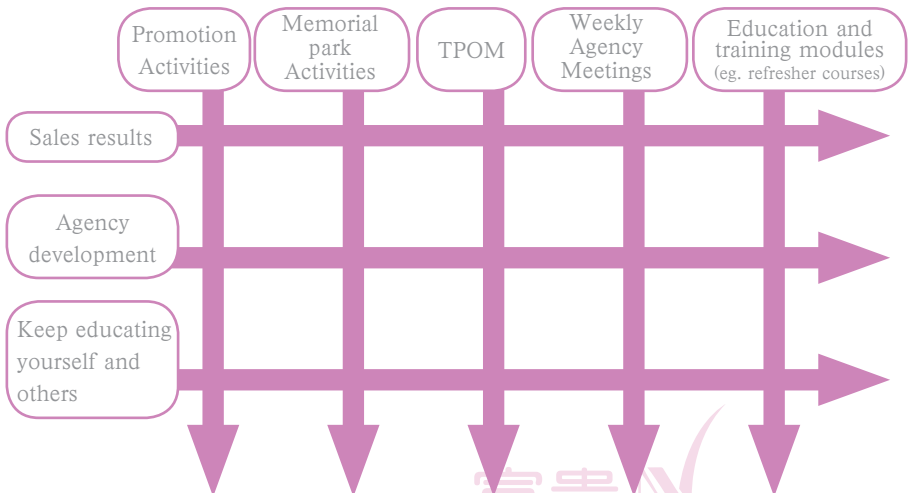
Stages of Business Career



The Professional Sales Circle



Tap On Company's Education, Training, Marketing and Sales Activities



How to Carry Out High-Performance Meetings?

- Lay out the agendas
 - Agendas form the framework of the meetings
 - Communicating crucial policies, sales progress, rewards and recognition, sales tips and action plan, are among the important agendas
- Resolutions to be followed by implementation and review
- Maximum duration of each meeting is one hour



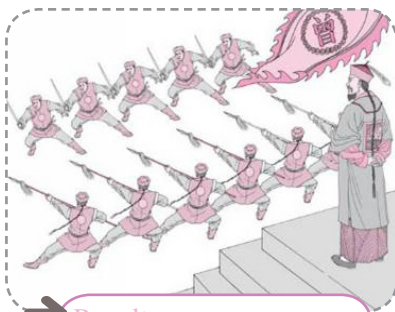
Conclusion



- ➔ 1. Education and training are key to team development and commission earnings
- ➔ 2. There's no shortcut to success - it's all about hard work
- ➔ 3. There's no end to learning - you just strive for excellence

Two types of sales force: Hardworking Troops

If you belong to the



➔ Results:
Victory after victory

Vigorous and Spiriting

- Proper and well-trained troops
- Diligent and disciplined troops

VS



➔ Results:
Nothing would happen!

Unassertive and Spiritless

- Stragglers and disbanded troops
- Work by fits and starts