

Selling Training Internally

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You think you've got the perfect learning solution for your organization. Now you just have to sell it to the Operations Manager who will need to support the initiative 100% for it to be successful. What do you do?

"It's preferable to have a face-to-face meeting when discussing an important topic like this."

Do your homework.

Or assuming you've done your homework, write down what led you to your conclusion. Ensure you align your solution to the goals of the organization or the department.

- What is the operational issue your learning solution is designed to address?
- How does your proposed solution address this issue?
- What will your solution accomplish?

Look at the solution from the client's perspective

Put yourself in the Operations Manager's shoes and view the learning solution from that perspective.

- How will this learning solution benefit the client?
- What goals will the client accomplish through this initiative?

Anticipate a positive response

Approach the client with a positive attitude. Think about why the client will like this solution and support your initiative.

- What will the client love about this solution?
- What previous successful training initiatives has this client participated in?

Get ready to handle resistance

Anticipate what concerns the Operations Manager will have with your solution and prepare your response.

- What challenges will the client face if your learning solution is implemented?
- What will this solution require of the client (time, dedicated resources, lost work)?

Plan your conversation

Consider how you want to present your solution and what questions you might ask. Ensure that it is a two-way conversation, which allows the Operations Manager to express his thoughts. It's preferable to have a face-to-face meeting when discussing an important topic like this.

- How do you want to start your conversation?
- How much do you want to explain before asking for feedback?
- What questions would you like to ask of the person?
- Who else might you like to participate in the discussion?

Be prepared to negotiate

If the Operations Manager raises valid concerns, be prepared to consider how you can address these concerns in your plan. If you incorporate the Operations Managers ideas you'll secure his commitment and get the go-ahead for your solution.

- How can adapt your plan to address any concerns while maintaining its integrity?
- How can you incorporate new ideas into the plan to enhance its success?

