

## Diagnosics, Assessment and Benchmarking: The Focus of this Issue of **SalesNews** – **Sales Mentoring Solutions™**, LLC's Newsletter; Pub. September 2005

### Introduction to this Newsletter -

When speaking with prospective clients for the first time I try to determine their approach—attitudes, practices, etc.—to training early in the conversation. While there are many training strategies, I fundamentally segment clients' approaches into two basic categories: those which are *events* principally and those that perpetuate *development*.

What's the difference? For me, the former is an approach that offers only short-term results, while the latter is the longer-termed training approach that provides longer lasting benefit.

Success in today's dynamic business environment requires that organizations become *more* responsive to customers, flexible in their business practices and focused on core competencies. So how do you do this? Through your most valuable and sustainable resource: your people. Nothing is more critical to keeping pace with the pressures of business today than a highly skilled workforce.

Organizations often invest heavily in acquiring skilled personnel, but the investment stops there. Developing people to ensure that their skills remain relevant to evolving market conditions is as, if not more, important than acquiring them in the first place.

Should you approach training as an event rather than development, then you're effectively undermining the full potential, and thus long-term value, of one of your firm's most important assets: its human capital. Don't get me wrong, I believe in motivation. However, whether it's through recognition, incentives or training events, it by definition, will only produce a short-term impact on your organization. On the other hand, the development of your people's skills and capabilities, much like that of your firm's products, marketplace positioning and business strategy, will provide long-term benefits for your organization.

That said, how is training approached at your firm?

(Note: Portions of this Editorial is based on an IBM Learning Solutions' White Paper; The New Learning: A Strategic Imperative for Enterprise Performance.)

Thank you for your interest in **SalesNews**. Our focus this month is on diagnostics, assessment and benchmarking.

Bobby L. Butler, President and Founder of **Sales Mentoring Solutions™**, LLC

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