

# Smith+Nephew

Global Commercial Training + Education

## Know more. Sell more. Be more.

### The challenge:

Historically, sales training investments focused on **new hires**, **product launches**, and **annual sales conferences**. Training programs became isolated events, with no structured learning pathway throughout an employee's tenure.

High variation in reinforcement and coaching led to **knowledge loss** and a **diluted return on training investments**.

### What we learned:

- + **Learning is an engine for growth** and increases our capability for higher performance.
- + **S+N is fertile ground**, ripe for harvest. We all play an important role in growing our people.
- + Employees should recognize that **learning is a lifelong journey, not an event**.
- + Sales Leaders must “walk the talk” and model what good looks like, deliberately **finding time to coach and encourage their team to grow personally and professionally**
- + The organization must **continue to encourage continuous learning**, and recognize training employees is a leveraged investment, where every investment is a positive multiplier.

Please scan the QR Code with your phone camera to read about our journey to discover ‘**Seven ways that growing your people will grow your business**’.

