SmithAlephew

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. 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'.**



What we learned:

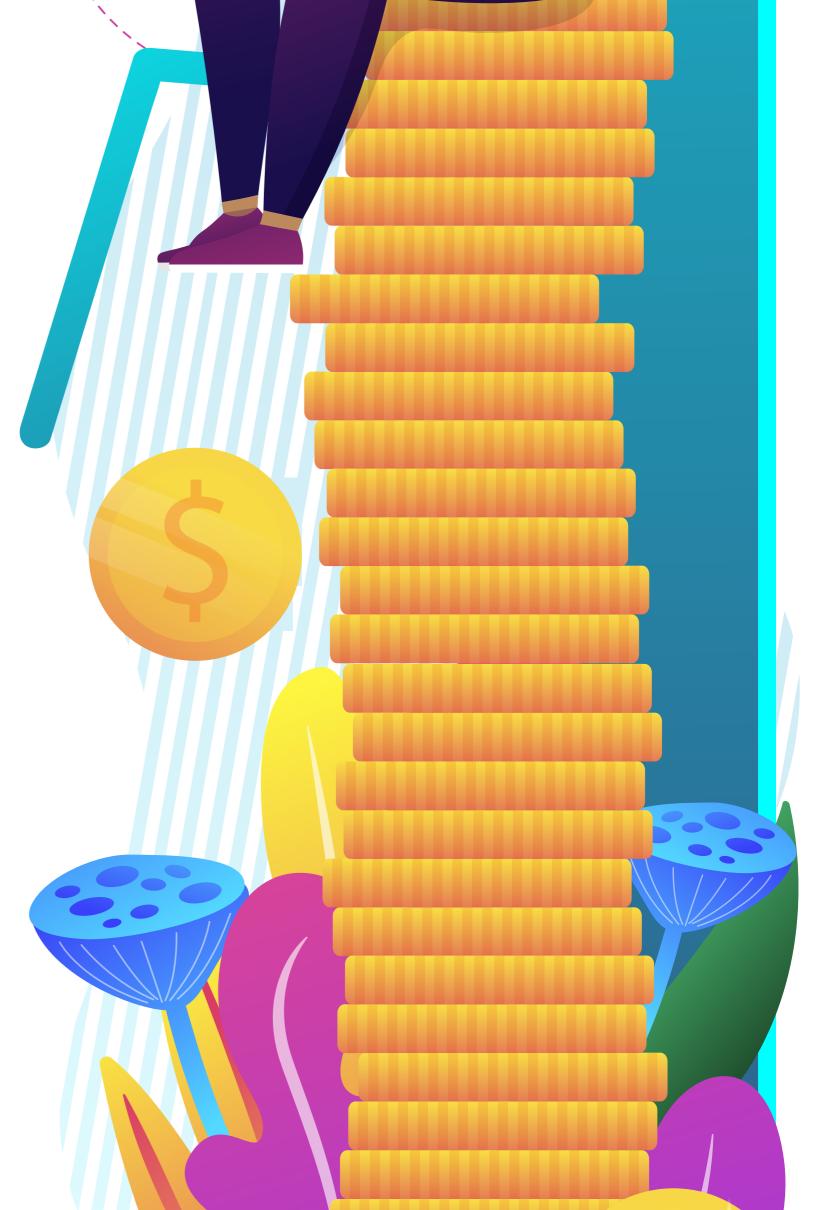
• Learning is an engine for growth and increases our capability for higher performance.

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.