



## Mastering Technical Sales

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John Care, Managing Director

## Monday Morning Behavior(\*)

### How To Make Training More Productive

One of the more unique things we do within our workshops is to promote a concept of Monday Morning Behavior (MMB). We do this because of the poor linkage between attending training, adopting new behaviors and habits from that training and finally applying the learning. **We've seen instances where using this technique increases the effectiveness of training by 400% in retention and utility.**

#### The Monday Morning Behavior Statement

*"Next Monday, when you are <back in the office / out on a call / trying to get promoted / preparing for a meeting> what things are you going to do differently? What new habits and behaviors will you adopt, and what are the specific tasks to drive those habits?"*

We've all been in training classes, whether technical, business or professional skills, and within a month forgotten 98% of the class. We remember a few random points and cool things, but that is it – nothing much changes. That's always bothered me both as a contributor and consumer of skills training. It feels like a waste of time and money – particularly for events like Sales Kickoffs.

#### The Challenge!

Here is the challenge – next training class you attend, in-person or virtual, make a list of your MMB. It can be an electronic list or a paper version. Then at your next 1-to-1 with your manager, review the list, prioritize it and put a plan in place to execute on it with a timeframe. (If you have a mentor, review the list with her as well). Every month take 15 minutes to check your progress – knowing that it can take 4 months for new behavior to become a habit so you don't have to think about it too much anymore.

## The Template

You can find a very [simple template on the website](#) – feel free to use and adapt it in any way you wish. Here are a couple of sample MMB's a student took from a workshop of ours. Most people end up with anywhere from 6 to a full page of MMBs per day.

### MONDAY MORNING BEHAVIOUR LIST

Item #	Description	By?
1	Always consider DNI (Do Nothing Inc.) as a competitor when preparing for every call	Monday!
2	Read " <i>Mastering Technical Sales</i> " and summarize a chapter for my manager and my peers.	2 weeks
3	Create a <a href="#">Demo GPS Road Map</a> for my 3 top demonstrations. Use for every "standard" demo from now on. Distribute to the Enterprise Team.	2 months

So I challenge you – make your learning more effective – and as a Monday Morning Behavior after reading this, build a MMB sheet. Use it for every piece of training you participate in for the next 3 months and see what happens.

*"We first make our habits, then our habits make us."* – John Dryden

Talking Points is a monthly column authored by John Care, Managing Director of Mastering Technical Sales. For more information on this and other Sales Engineering topics visit the website at [www.masteringtechnicalsales.com](http://www.masteringtechnicalsales.com).

To receive the monthly Talking Points Newsletter, email [info@masteringtechnicalsales.com](mailto:info@masteringtechnicalsales.com)

(\*) Yes – I am showing inconsistent behaviour in spelling behavior. In addition, for some parts of the world, this would be **SMB – Sunday Morning Behaviour**. Edit the template as you wish!