



Mastering Technical Sales

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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 Demo GPS Road Map 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.

To receive the monthly Talking Points Newsletter, email 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!