

Make Training Stick & Show Up Daily!

Taking training from **informational**, and making it, **transformational**!

Christian M. Younggren



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The Odds Are Against Your Training

- Dealerships spend $3.8 Billion per year in training<
- ...$3.3 Billion is wasted!
- 87% is forgotten in 1 month!*
- 9 out of 10 training initiatives have no lasting impact after 4 months!+



Sources: <NADA, +ES Reseach Group, *Zerox

The New Year's Illusion



The New Year’s Illusion



It's useless unless you use it!

1

The *REAL* reason your training is not getting results.

2

How to create a training culture of accountability.

3

How to make training stick and show up on the showroom floor!

Results Achieved...

TESTIMONIALS

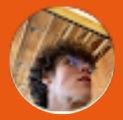


Jamison Gallegos
says...

Such an amazing learning experience.
This training changed my career!!

★★★★★

TESTIMONIALS



Nate Paganucci
says...

"There is an art about his teaching, and it actually works!! Increased my closing percent from 40% to 60%!!!"

★★★★★

TESTIMONIALS



Ryan Rebelsky
says...

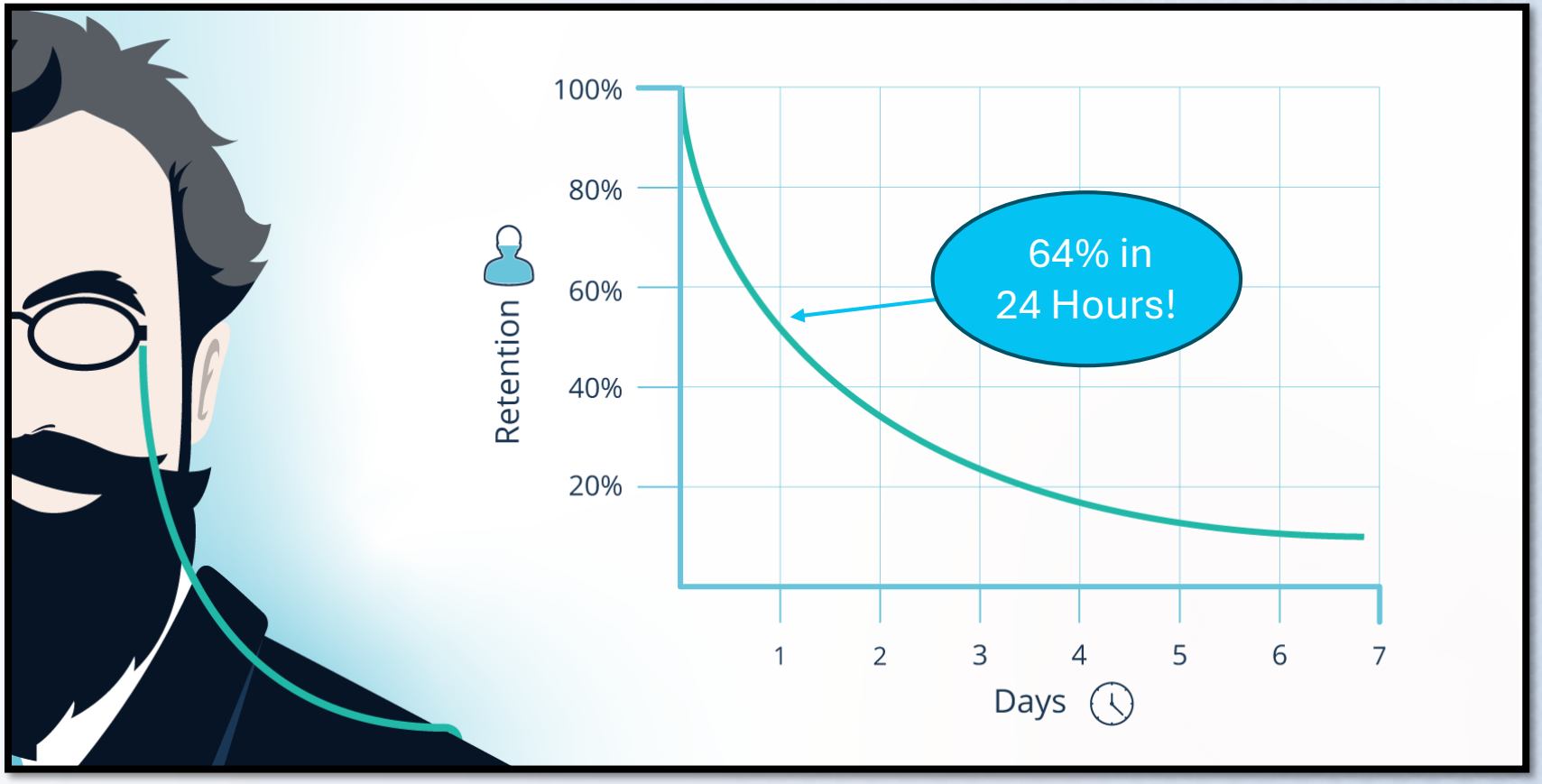
"Christian is amazing,
I love this man!"

★★★★★

Your Training Challenges



"To be human, is to....FORGET!"

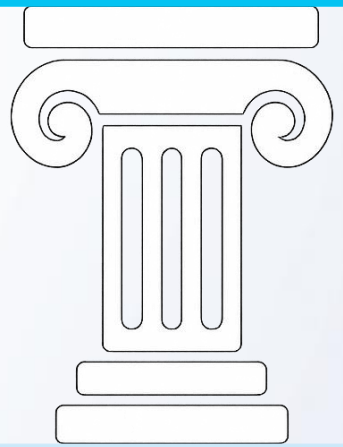
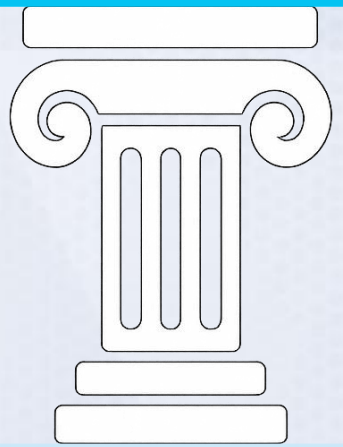
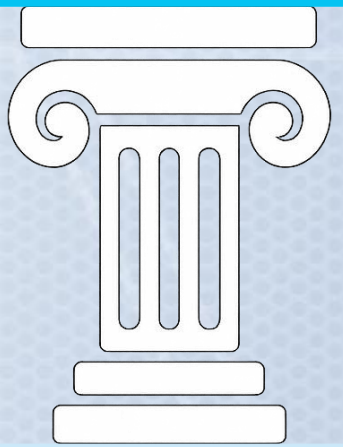




Why Do We Always Take the Shortcut?



Three Pillars for Training Mastery

Visibility	Structure	Reinforcement
		
• Creates the belief!	• Creates the clarity!	• Creates the Mastery!
Belief	Skill	Habit

Mindset or Habits…*Which Comes First?*



MINDSET

- “I’ll train when I feel ready.”
- Driven by emotion & belief
- Fluctuates with comfort & confidence



HABITS

- “I’ll do it whether I feel like it or not.”
- Driven by structure & consistency
- Builds belief through results







Meet Zachary...

Using VSR to Create an Onboarding Engine:



Habit Hacks:
Finding Training Time During Chaos!

1. Stealing Moments
2. Temptation Bundling
3. Habit Stacking
4. Time Block Tags



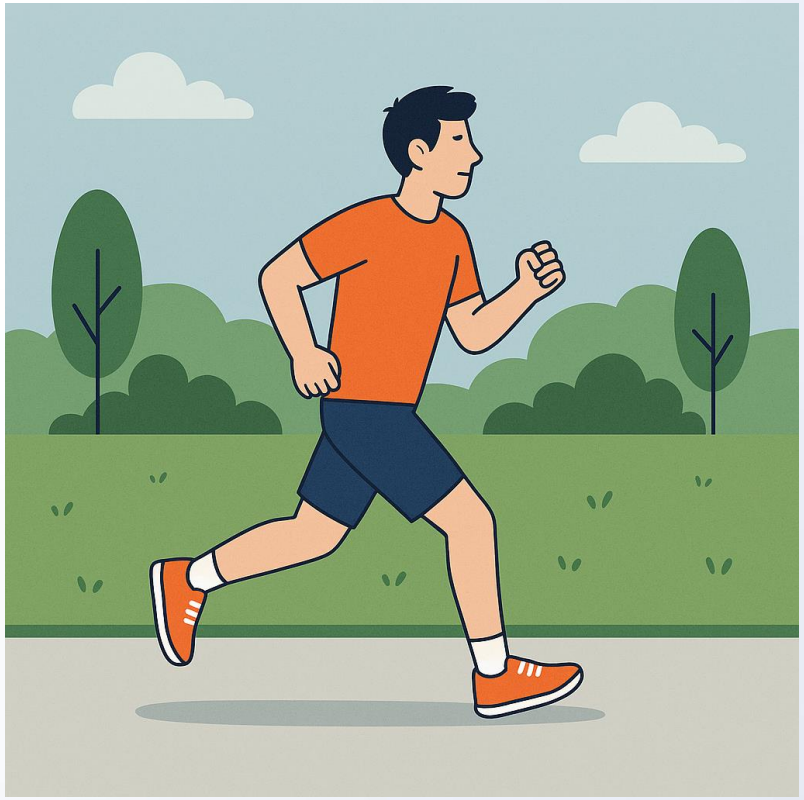
Time Block Tags-*Get Your Reps In!*

- Quick Win (15 mins. or Less)
- Core Sessions (30-60 mins.)
- Deep Dive (60 mins. Plus)



The Three Types of Practice

Naïve



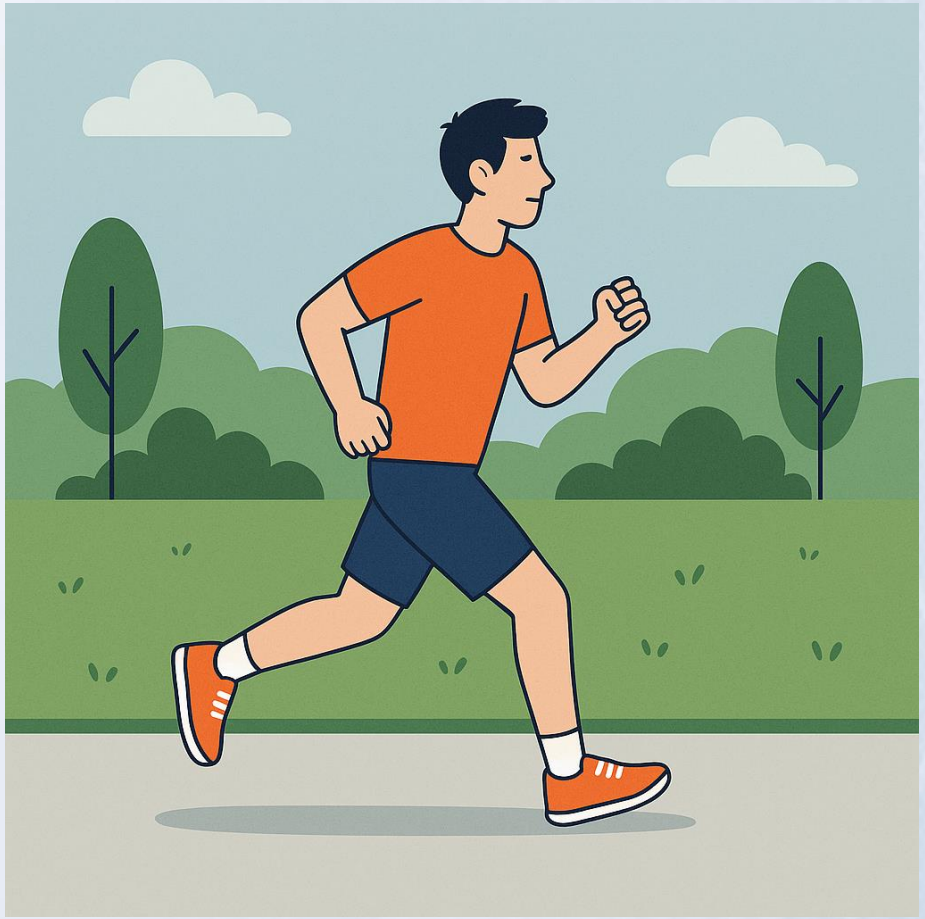
Purposeful



Deliberate



Naïve Practice



Purposeful Practice



Deliberate Practice



The Secret Weapon



Deliberate Play



Make Training Stick-The Dynamic Duo!

Deliberate Practice = Precision

- Focused & Feedback-driven
- Uncomfortable by design
- Builds discipline

Deliberate Play = Adaptability

- Creative & Energizing
- Flexible within structure
- Builds confidence & curiosity



Deliberate Play Sales Activities

"Yes And…Improv Drill	Flash Feature Challenge	Objection Roulette	Dealership Escape Room	What Was Their Sign?
Teach Me	Advance the Scene	Objection Mix Up	Feature–Benefit Battle Royale	Objection Handling Hackathon
Selling the Rotten Apple	Reframe the Word Track Game	Sell Me Anything Challenge	Failure Lab" – Celebrate the Worst Pitch	"Pitch Roulette" Rapid Buyer Persona Game

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Deliberate Play In Action!

Peloton



