

Learn-Practice-Reinforce

The Track Selling Institute Training Model

“In seasons of dramatic change, it is the learners that inherit the future. The learned usually find themselves equipped to live in a world that no longer exists.”

– Eric Hoffer, American philosopher

How do salespeople learn to adapt in this season of dramatic change?

Professionals in other industries, such as legal, medical, and accounting, require Continuing Education Units (CEUs) annually to refresh their skills and adapt to changing market conditions.

It’s the same for sales. Sales professionals commit to a calling and have the training, education, and expertise that an amateur does not have. But, unfortunately, school is never out for peak sales professionals.

In sales, what are the winning responses to the learning needed in today’s market?

- Adapt to COVID-19’s effect on how to sell
- Accelerate sales cycles with hesitant buyers that delay purchase decisions
- Win market share from competitors that are slow to adapt
- Use and master advanced technologies that support selling in a virtual world

“Modern selling is a team sport and a complex one at that. Winning at it takes discipline and structure. Making it up as you go along is a recipe for disaster.”

— Dr. Michael Hammer

Professional salespeople need continuing education, structure, and discipline to regain and maintain their competitive edge.

The Track Selling Institute has full sales training programs that help people practice and improve the skills they need to sell in this time of big changes.

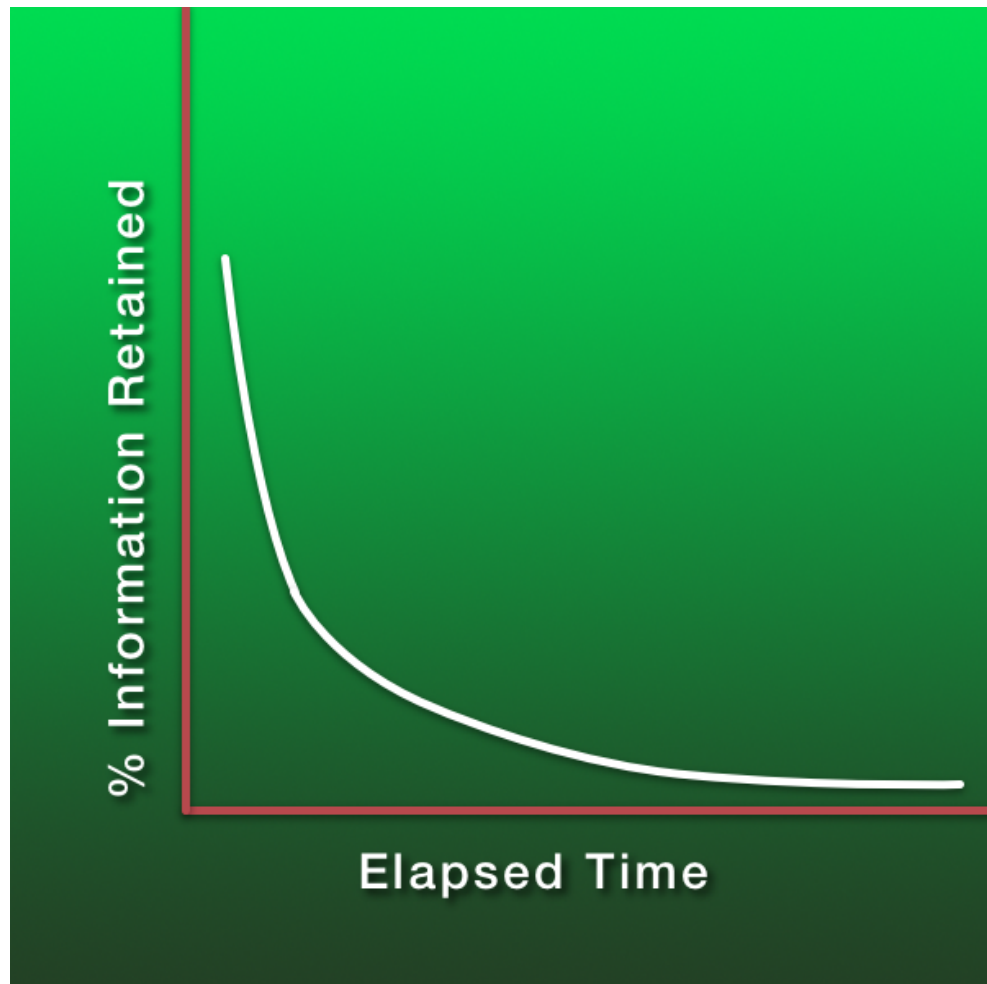
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The Ebbinghaus “Forgetting Curve”

At the Track Selling Institute, we believe in the Ebbinghaus Forgetting Curve. Never heard of it? Most haven't.

In 1885, Hermann Ebbinghaus, a German psychologist, published a study on the effects of memory over time. He focused on what is remembered - and forgotten - over time. His study was replicated in 2015 by Jaap M. J. Murre and Joeri Dros at the University of Amsterdam. In other words, it has remained valid for over 130 years.



This graph shows the rapid decline in the amount of information retained over time.

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Here is what Ebbinghaus found:

1. Memories weaken over time.

If we learn something new but make no attempt to relearn it, we remember less and less of it as the hours, days, and weeks go by.

2. The most significant drop in retention happens soon after learning.

Without reviewing or reinforcing our learning, our ability to retain information quickly plummets.

3. It's easier to remember things that are meaningful to us.

Things with little or no meaning (like the nonsense syllables Ebbinghaus tried to learn) conform most closely to the Forgetting Curve.

4. Appealing ways to present information increase learning.

Information can be made more memorable, depending on how well it's communicated.

5. How you feel affects how well you remember.

Ebbinghaus believed that physiological factors, such as stress and sleep, play a significant role in how well we retain information.

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Overcoming the Ebbinghaus Forgetting Curve

Here are four strategies you can use to improve your power of recall and overcome the effects of the Ebbinghaus Forgetting Curve.

1. Use "Spaced Learning"

Ebbinghaus discovered that reviewing new information at key moments on the Forgetting Curve reduces the rate at which people forget it.

2. Overlearn

Ebbinghaus also encouraged "overlearning" – that is, making an extra effort to learn something. He found that doing this improved retention and slowed the steep drop of forgetting.

3. Make Information Meaningful

Successful presenters provide material that is clear, relevant, and purposeful. They also establish a strong reason for retaining it. In other words, they express the “why” learners want to retain it. The more we know how something will benefit us, the more likely our memory will prioritize it.

4. Keep Challenging Your Memory

When you review information and discover gaps in your memory, don't despair! This is the most productive time for stretching your recall. Learning done at this point will be all the stronger because of the mental challenge involved.

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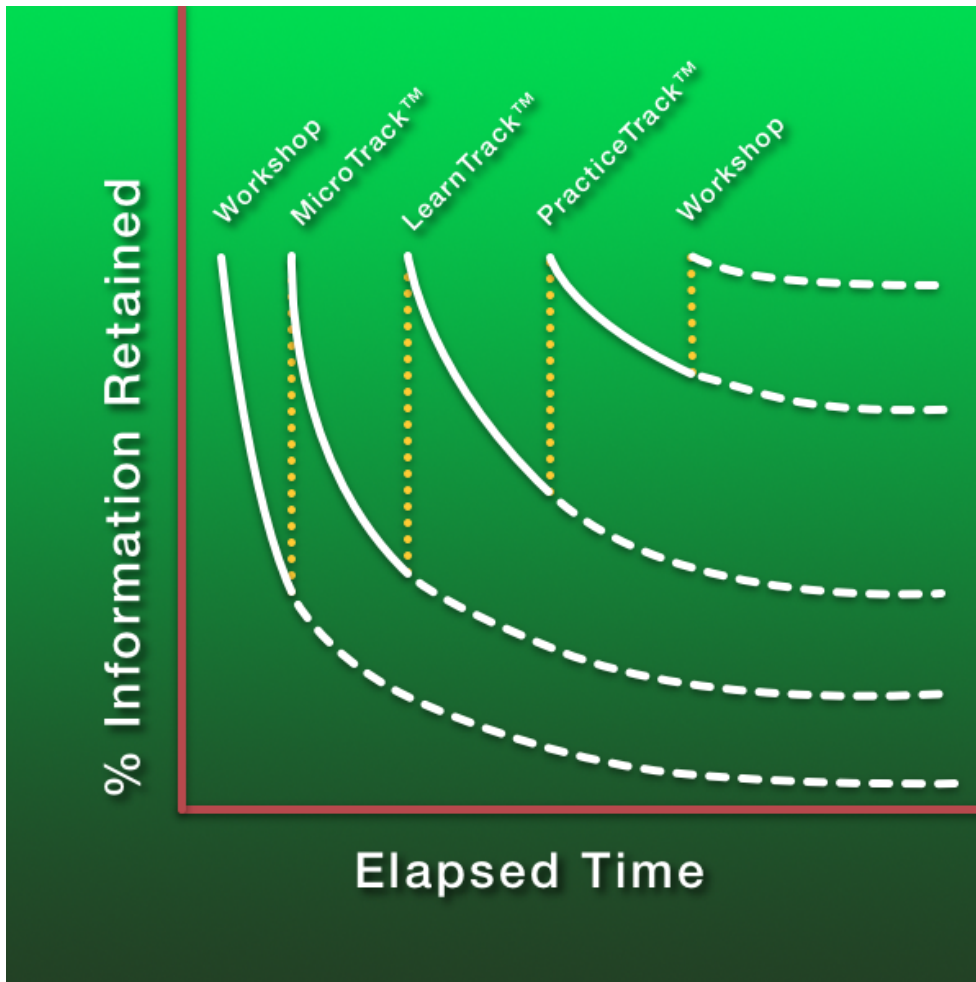
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The Track Selling Institute Response

We've applied these observations into Track Selling's **Learn-Practice-Reinforce** methodology. The most important strategy is Spaced Learning.

1. Spaced Learning

As seen in the graph below, we recommend a series of learning events, spaced out over time, to increase your memory of the skills and knowledge you gained in your initial workshop.



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Our learning-event sequence consists of the following learning experiences:

- Attend a Track Selling Instructor-led Workshop, either an In-person (three days, eight hours/day) or Virtual Workshop (three days, 5 hours/day)
- Take a learning break
- Take the Track Selling MicroTrack™ Video Micro Lessons: One refresher lesson per week for 11 weeks.
- Take another learning break.
- Take the Track Selling LearnTrack™ Online, self-paced curriculum, which is five hours of training over 30 days.
- Attend the Track Selling PracticeTrack™ Role-play, which is an instructor-led, virtual Track Selling review and role-play practice with peers. Each of the three sessions is 90 minutes per day, which occur on a Monday, Wednesday, and Friday of the same week.
- Take a more extended break
- Attend another in-person or Virtual Track Selling Workshop.

Below is the recommended schedule for spaced learning. There are two options: the first is our Standard Schedule and the second is our Accelerated Schedule. Which one you choose depends on your availability and other commitments. You can also create your own schedule based on your organization's specific needs and constraints.

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	...	Month 13
Week 1			MicroTrack™ Intro	MicroTrack™ Step 4	MicroTrack™ Step 7		LearnTrack™	PracticeTrack™		
Week 2	Workshop		MicroTrack™ Step 1	MicroTrack™ Step 5						Workshop
Week 3			MicroTrack™ Step 2	MicroTrack™ Step 6						
Week 4			MicroTrack™ Step 3	MicroTrack™ Step 6a						

Spaced Learning Standard Schedule

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	...	Month 13
Week 1		MicroTrack™ Intro	MicroTrack™ Step 4	MicroTrack™ Step 7	LearnTrack™	PracticeTrack™				
Week 2	Workshop	MicroTrack™ Step 1	MicroTrack™ Step 5							Workshop
Week 3		MicroTrack™ Step 2	MicroTrack™ Step 6							
Week 4		MicroTrack™ Step 3	MicroTrack™ Step 6a							

Spaced Learning Accelerated Schedule

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2. Overlearning

Our skill-building journey implements overlearning in several ways.

- We review key points at the beginning of each lesson, at the end of each lesson, and throughout the training. Constant review reinforces these points through repetition, an important principle of overlearning.
- We use “Home Fun” exercises each day of the workshop. Home Fun is a learning exercise outside the classroom; in school, it is commonly referred to as “homework.” We take a more lighthearted and fun approach by making Home Fun relevant to your job and personal life.
- We suggest buying a copy of *World Class Selling*, the seminal work of Track Selling Developer Roy E. Chitwood. The book covers all of the material found throughout the spaced learning process and provides more explanation and examples than we can cover in our spaced learning approach.

3. Make Information Meaningful

Throughout our training, we adapt examples and role-plays specific to your industry, role, and company. By doing this, the skills you learn become second nature because you understand how to apply the skills and knowledge to your job immediately with specific results.

4. Keep challenging your memory

Throughout our training, we emphasize that “School is never out for the sales professional.” The spaced learning approach itself continually challenges your memory by requiring you to review and recall the key points of the Track Selling System. Our training challenges you to continue to learn and expand your skills and knowledge using multiple media types, multiple learning methods, and different instructors.

Conclusion

The Track Selling Institute is committed to building AND maintaining your sales skills. The Ebbinghaus Forgetting Curve is real. We all forget information over time, and likely sooner than later. Our Spaced Learning approach will increase your long-term retention and improve your effectiveness.

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References

Here are links to resources referenced throughout this document.

[Track Selling Core Skills Virtual Workshop](#): Webpage

[Track Selling LearnTrack™](#): Webpage and brochure

[Track Selling MicroTrack™](#): Webpage

[Track Selling PracticeTrack™](#): Webpage and brochure

[Track Selling Learn-Practice-Reinforce Virtual Investment Options](#)

[Track Selling Learn-Practice-Reinforce In-person Investment Options](#)

Attribution

We are indebted to the good folks at MindTools, who published a helpful article on the Ebbinghaus Forgetting Curve. We have borrowed generously from their posting for this document and thank them for the great content and presentation. [Here is the article.](#)