

Performance Drilling Overview and Results

Overview

Performance Drilling is a completely revolutionary *interactive* performance, training, and coaching system that focuses on both knowledge acquisition and behavioral embedding.

It has produced results that have exceeded expectations in every implementation and is easy to use.

Performance Drilling is effective for *all* marketplaces and every industry that involves verbal interaction. It applies to every job family in sales, service, compliance, managing, and coaching—as well as any other areas that require interpersonal excellence.

It is the only performance simulator that focuses on maximizing verbal performance. It randomizes all verbal Challenges to reflect what occurs in the real world. Functionally, Performance Drilling is an automated coaching technology and is the equivalent of a “perfect coach.”

Unlike traditional e-learning, Performance Drilling utilizes real-world verbal responses rather than multiple-choice or true-false answers. Therefore, it teaches and tests for true knowledge and skill acquisition instead of “prompted knowledge.”

Performance Drilling replaces single-event training and/or limited traditional role-playing with continuous learning, practice and reinforcement. It can be utilized anyplace and anytime, and it is delivered via the internet, an intranet and/or CD-ROM.

It uniquely embodies the latest information on neuroscience and learning theory. Each individual maximizes their own personal learning and performance because Performance Drilling’s methodology includes all learning styles.

Performance Drilling is based on how people really learn—that is, via multiple exposures to different, purpose-built scenarios that they will face in real life and via deliberate and focused verbal practice and rehearsal. This results in “accelerated and compressed experiential learning” and physical changes within the brain. Specifically, myelin incrementally grows around nerve pathways and brain cells start firing in a more synchronized pattern, which yields faster and significantly more accurate performance.

Performance Drilling is the most powerful methodology for verbal performance mastery, including accuracy of content, speed of initiating answers and confident delivery.

User Feedback and Quantitative Results

Feedback from Users about Performance Drilling

User feedback about Performance Drilling is extremely positive. A small sample of testimonials from managers and front-line users follows:

User Feedback from Managers

“I love it. It helps me save time. I don’t have to take two employees off the line to do role-plays. It is great for increasing their confidence.”

“Performance Drilling is driving better consistency than what we could have from role-playing. If there was a way to clone us as managers, this is the way to do it!”

“After using Performance Drilling, our sales associates are now so comfortable with presenting and talking about the offer right off the bat.”

“It builds confidence beyond anything else we have done.”

“It is so exciting to hear my employees properly responding to the objections just like they do with Performance Drilling.”

“It is a fantastic tool, and my people really like it.”

“I can already tell it (Performance Drilling) is going to allow me to really get a good, specific, individualized coaching plan for each of my employees.”

“I like being able to have my employees start their day with Performance Drilling, especially when I don’t have the time to coach them as much as I would like.”

“Performance Drilling provides coaching even when no one is available to coach. The ability to have at your fingertips a coach to focus on any specific area of the needs analysis process, at any time, is a powerful tool.”

“It really allowed (employees) to leverage their time in terms of the areas that they need to work on. It gives them confidence because they can see that they are doing really well in most modules—but if there is an area that they need to work on, they can just work on that module.”

“This should be the way that we do our product, promotion, and campaign training.”

User Feedback from Front-Line Users

"I could not get this out of my head all weekend. I found myself practicing all the time. I got to work this morning and asked Sally about her weekend. She said that she could not stop practicing either. WOW, what a tool. Things I never thought too much about, I can't get out of my head."

"I learned more about (Product X) in these two half-hour trainings than I'd learned selling the product for the last year! I feel more confident and knowledgeable."

"I love the read it, watch it, do it, and review it and the flexibility to use it in the way that works best for me."

"I like that it gave us the Key Elements but that I could put it in my own words."

"It just flows like real scenarios."

"I am very competitive. I am going to rock with this. This is a lot better than reading the training documents we normally get."

"The information presented was fabulous. I liked the specific, brief points. This was the best, most relevant, specific training I have ever received."

"I now feel I can confidently overcome objections. I do not hesitate to offer the product at every opportunity. I now know what to expect and how to respond. My sales are really taking off!"

"You are improving your game and your ability to do the job the best you can."

"It accelerates the process (of learning) and provides concreting and mapping of the information in your mind. It becomes more permanent in your mind."

"I like that the program challenges you. I like to beat the program!"

"This is a great tool and it is fun!"

"Performance Drilling is teaching an old dog new tricks."