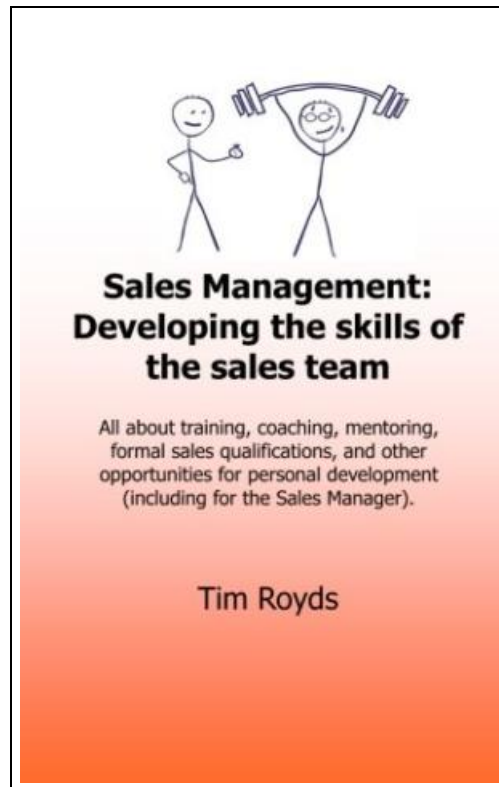


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Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.This book provides the practical know-how required to grow the skills, knowledge, and abilities of the sales team. Although written for Sales Managers, the content and style of writing makes it relevant for anyone involved in managing and influencing sales team development, so just as appropriate and applicable to. .training professionals (both internal to the organisation and external consultants) .full time sales trainers .HR professionals who embrace sales training as part of their remit and responsibilities .sales coaches .anyone with an interest in developing the skills of the sales team! This comprehensive text provides an understanding of the core principals of people development, and more importantly how to apply these principles pragmatically in the real and busy world of the sales professional. The author has amassed a colossal amount of practical sales training and sales consultancy experience, and this comes across in the practical style of the writing, backed up by references to robust and objective data proving that what s described really does make a difference. Key areas discussed include. * How to ensure training is properly targetted rather than sheep dip * What coaching really means and how to coach effectively * Applying coaching principles in the real world * Maximising training effectiveness, and so Return on Investment * How to gain the buy-in of the sales team, and win their enthusiastic participation * How to justify training investment and win more training budget * How to make the most of the various options available (training courses, e-learning, etc.) * Why formal sales qualifications should be a valid consideration * Growing and developing Sales Managers The final section of the book includes Case Studies of two sales focused...



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