

《销售培训方案》

图书基本信息

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内容概要

在线阅读本书

What do Motorola, Kraft Foods, Kodak, Time, RR Donnelley have in common? They have winning sales forces that were trained or consulted by the contributors to *Sales Training Solutions*. Whether you're a new sales trainer or have been around the block and need a refresher course, veteran sales trainer Renie M. McClay has gathered the expertise of the most dynamic and sought-after sales trainers to help you learn what works, what doesn't, and what needs to be done to successfully integrate sales training initiatives. With a combined 125 years of training expertise with Fortune 500 companies and work in industries as varied as manufacturing, packaging, consumer goods, publishing, and technology, *Sales Training Solutions* is truly a one-stop source for new and innovative training initiatives. Many of the topics in *Sales Training Solutions* have not been written about anywhere else, including:

- * What goes on behind closed doors—how training really works in an organization
- * How to get sales management involved in and supportive of training
- * Strategies to create a customer-centric sales force
- * Effective tactics to train nontechnical salespeople on technical topics
- * How to measure sales training effectiveness and impact

Full of advice from some of the top names in sales training, there is no other book that delivers the experts like *Sales Training Solutions*. Whether you're looking for expertise from training leaders and training practitioners or insights from corporate professionals and solution providers, look no further than *Sales Training Solutions*. Contributors and topics include:

- * Jim Graham, VP of Training and Development, RR Donnelley on getting leadership support
- * Gary Summy, Global Director of Performance Development, Sales, and Marketing, Motorola on measuring the impact of sales training
- * Renie McClay, Sales Training Utopia and former Sales Training Manager of Kraft Foods on making sales training fun, interactive, and educational
- * Don Sterkel, former Senior Director of Learning and Development, Time Warner on sales managers as key stakeholders
- * Becky Stewart-Gross, President, Building Bridges on what salespeople want
- * Susanne Conrad, Director of Organizational Effectiveness and Development, Dechert-Hampe & Company on creating a stellar customer-centric sales force
- * William Magagna, Senior Instructional Designer, Dade Behring on developing strategies for sales training technology selection
- * Luann Irwin, LAI Associates, former Manager of Training of Kodak on tech talk—teaching technology to sales professionals
- * Michael Rockelmann, Driving Results, formerly of United Airlines on building a training program and making an outsourcing decision
- * Bob Rickert, Regional Sales Manager, Aarthun Performance Group on building a business case for sales training
- * Diane M. Bowe, Director, Drake Resource Group on creating effective product training

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