

BURTON TRAINING

The Sales Guidance System™

Sales Force Development

Beyond traditional sales
training

Jeff Lovejoy

Trends in Business

Increasing Information
Availability

Increasing Competition

Accelerating Commoditization

Mission Critical Activities Only



Trends in Sales Force Development

1. Shift from classroom learning to skill proficiency



Behavior Change Model: Developing skill proficiency

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Proficiency

Recollection

Comprehension

Motivation

Awareness

Alignment of:

- Training
- Tools
- Systems
- Coaching



Trends in Sales Force Development

1. Shift from classroom learning to skill proficiency...

Use of “blended” delivery methods

Classroom, Interactive CD/DVD, Live Web/Audio, Self-paced web/audio



Trends in Sales Force Development

1. Shift from classroom learning to skill proficiency...

Emphasis on critical role of Sales Managers as coaches

Activity x Proficiency = Results



Trends in Sales Force Development

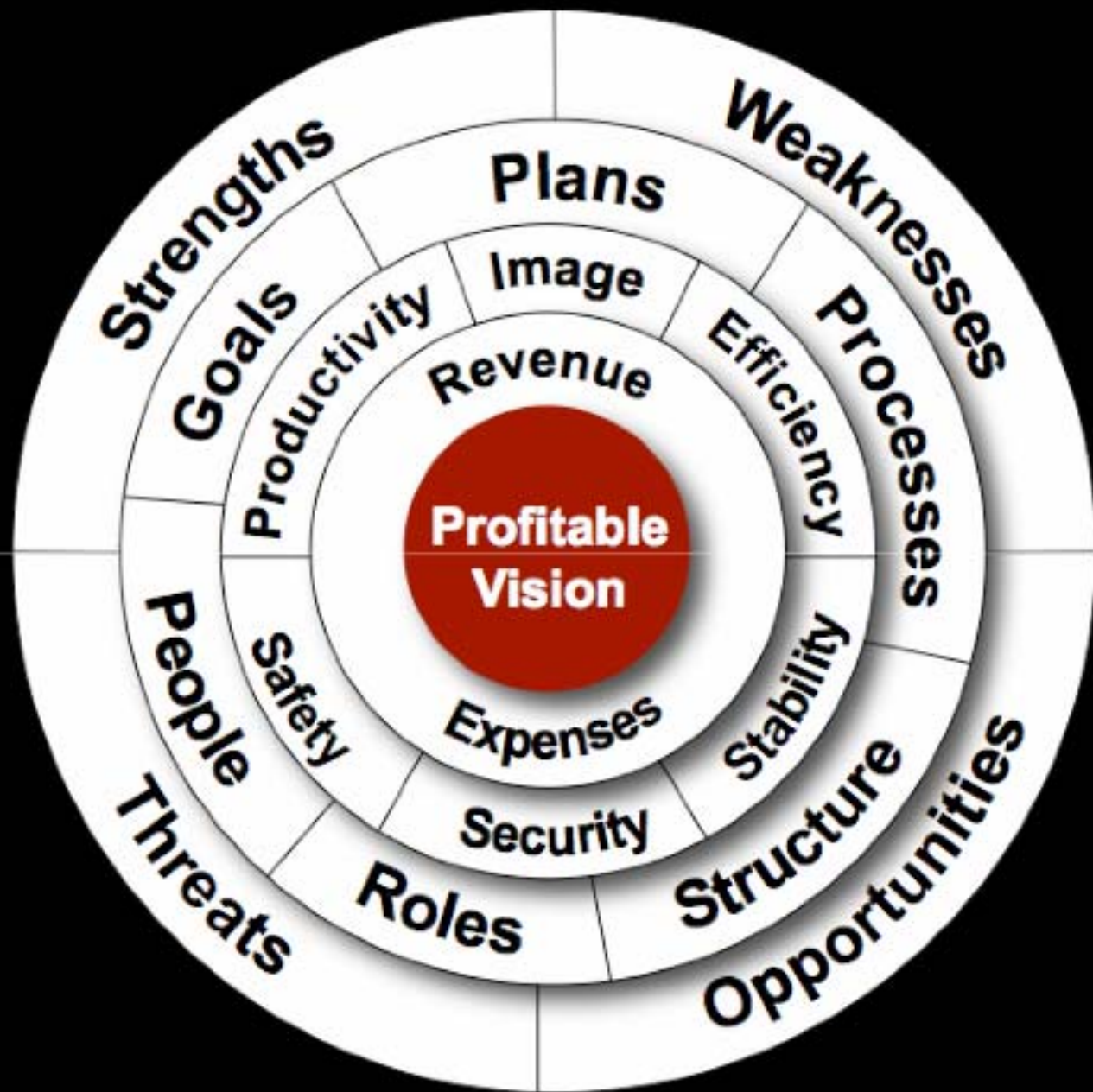
1. Shift from classroom learning to skill proficiency
2. **Shift from independent techniques to integrated business process**



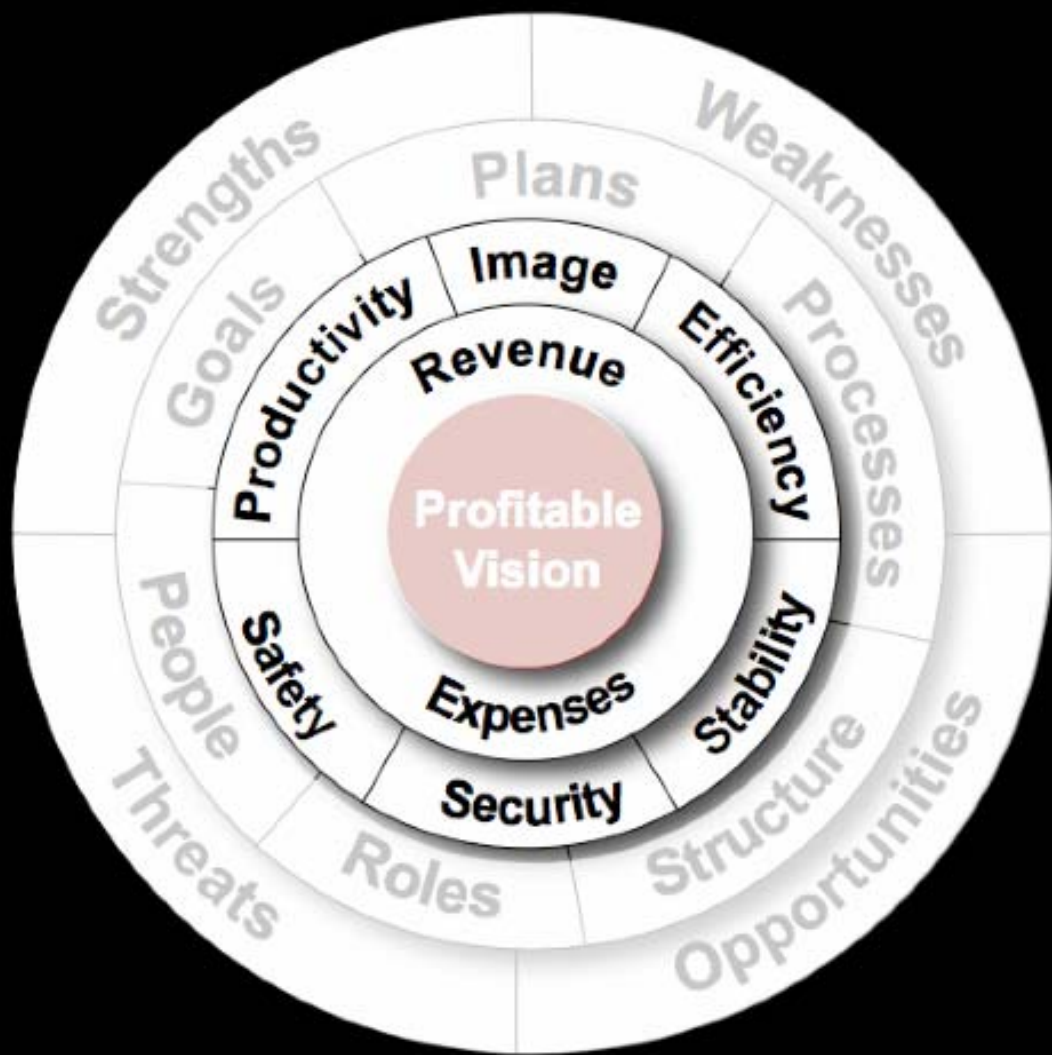
Trends in Sales Force Development

1. From classroom learning to skill proficiency
2. From independent techniques to integrated business process
3. **From features and benefits to measurable business impact**





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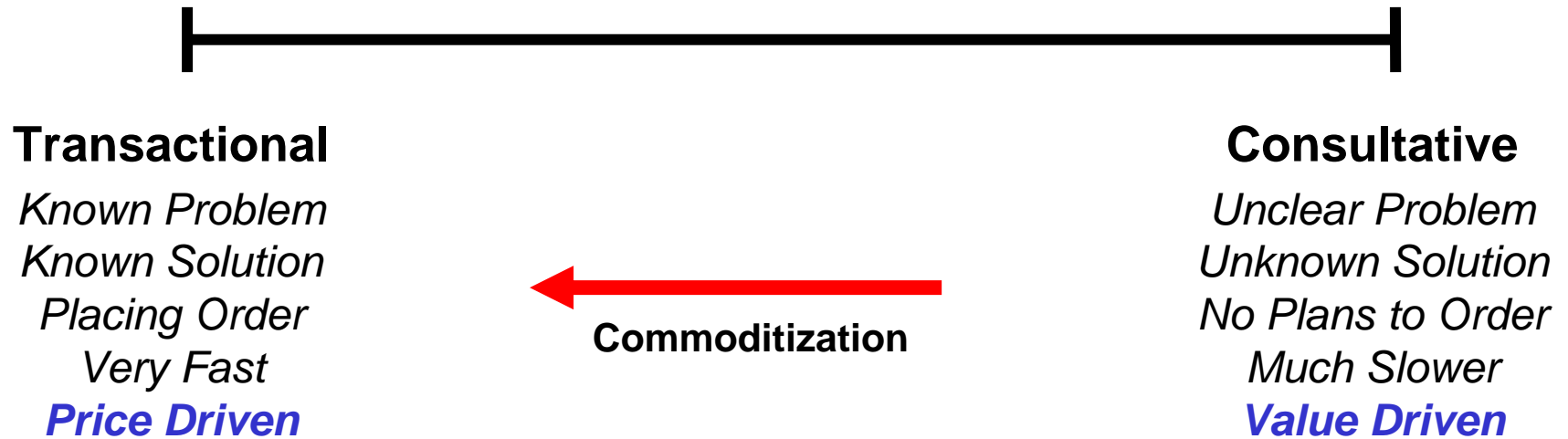


Trends in Sales Force Development

1. From classroom learning to skill proficiency
2. From independent techniques to integrated business process
3. From features and benefits to measurable business impact
4. **From budget item to ROI required**



Consultative Selling Continuum™



Direct Sales is inefficient for disseminating information!

Educator's Purpose

"It is only as we develop others
that we permanently succeed."

Harvey Samuel Firestone (1868-1938)

American industrialist, organized Firestone Tire and Rubber Co.

