



2005 National Conference in Sales Management

Sales Training...
From the Consultant to the Classroom

С В О Л Ь
О У Л Т С О Н К С Е
Г Е В Ъ И И С



Presented by:
Tom Cooke
Learning Outsource Group

Partial Client List



Topics for Discussions

- ✓ **Today's most popular topics addressed in sales training by corporate training organizations and consultants**
- ✓ **Training needs of college graduates as they enter the sales force**

References:

Worldwise, Inc.

TopLine Leadership, Inc.

Learning Solutions International

IKON Corporate University

Learning Outsource Group

Results Unlimited, LLC

HR Chally Group

MCI Learning Center



Corporate Sales Development Focus

Sales Positions

Training Objectives

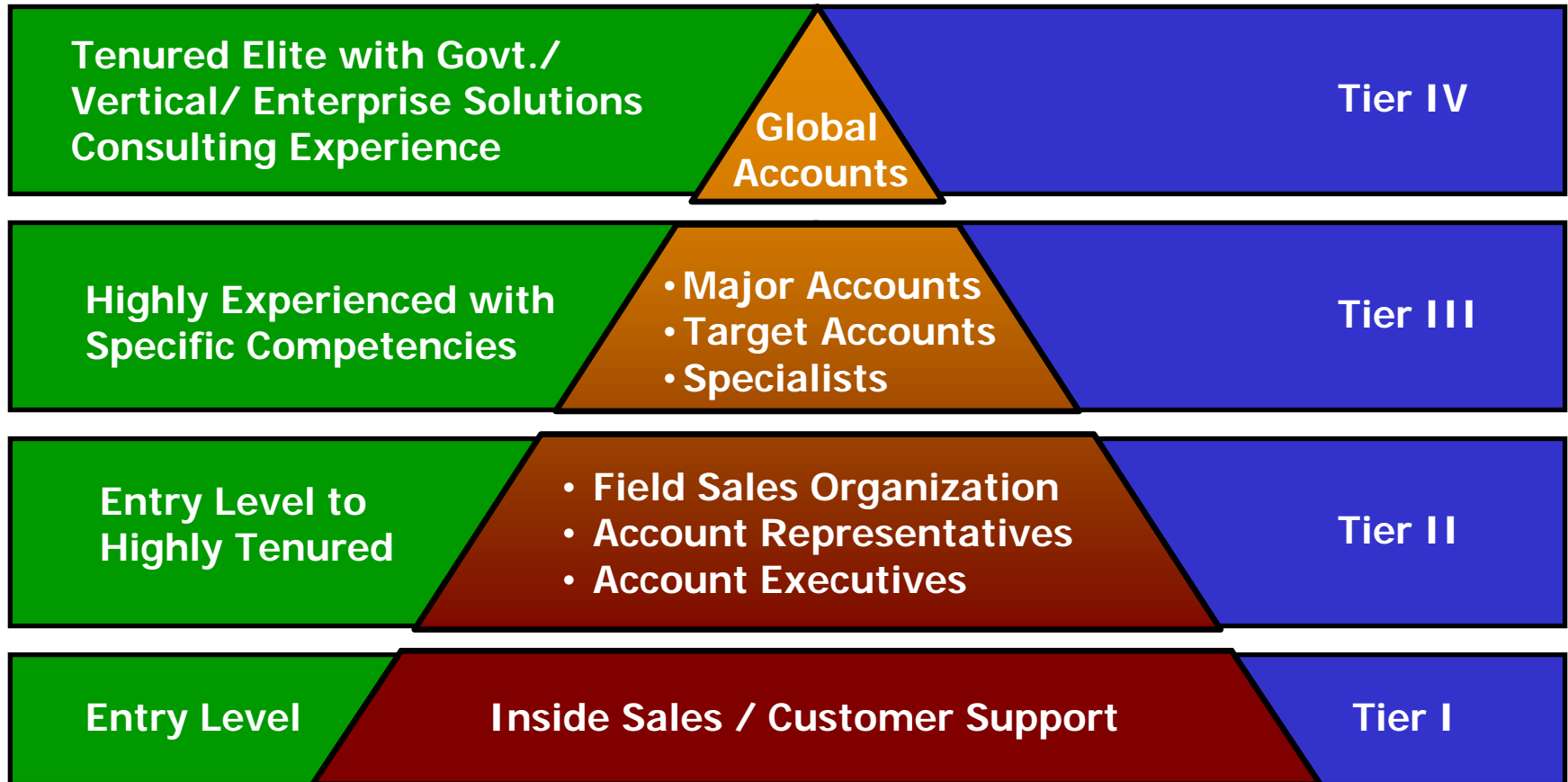
Tier I: Fundamental Sales Knowledge		Tier III: Account Management
Tier II: Fundamental Sales Knowledge Sales Model Introduction Prospecting/ Account Entry Demand Creation Developing/ Presenting Solutions		Proposal Writing Effective Negotiation Business Financial Acumen Emotional Intelligence Managing Complex Sales
Tier IV: Specialist Effectiveness Assessments Sales Model Mastery C-Level Account Entry Trusted Advisor Strategies Developing Enterprise-Wide Solutions Managing Complex Buying Teams Executive Referrals		Team Presentation Skills Managing Customer Fear Negotiation/ Legal/ Contracts Managing Support Services Client Retention Best Practices TCO/ Total Cost of Ownership Technical Applications Competencies
Account Reviews/ Budgeting Process		

- Model based on common corporate training initiatives and employee Tier Development strategy
- Assumes basic knowledge of industry, product or service, competition, pricing, CRM Technology, support systems

Corporate Sales Development Focus

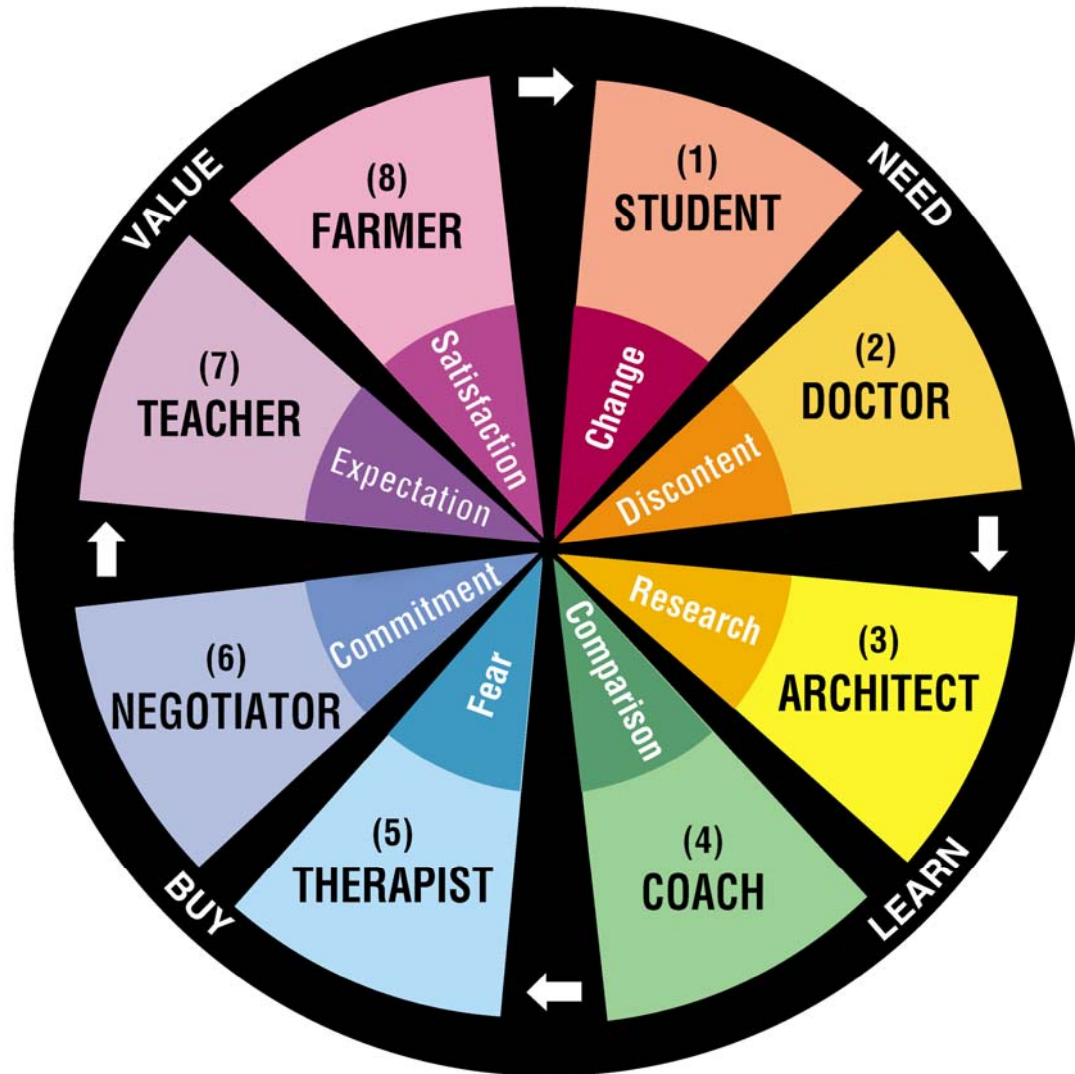
Sales Positions

Training Objectives

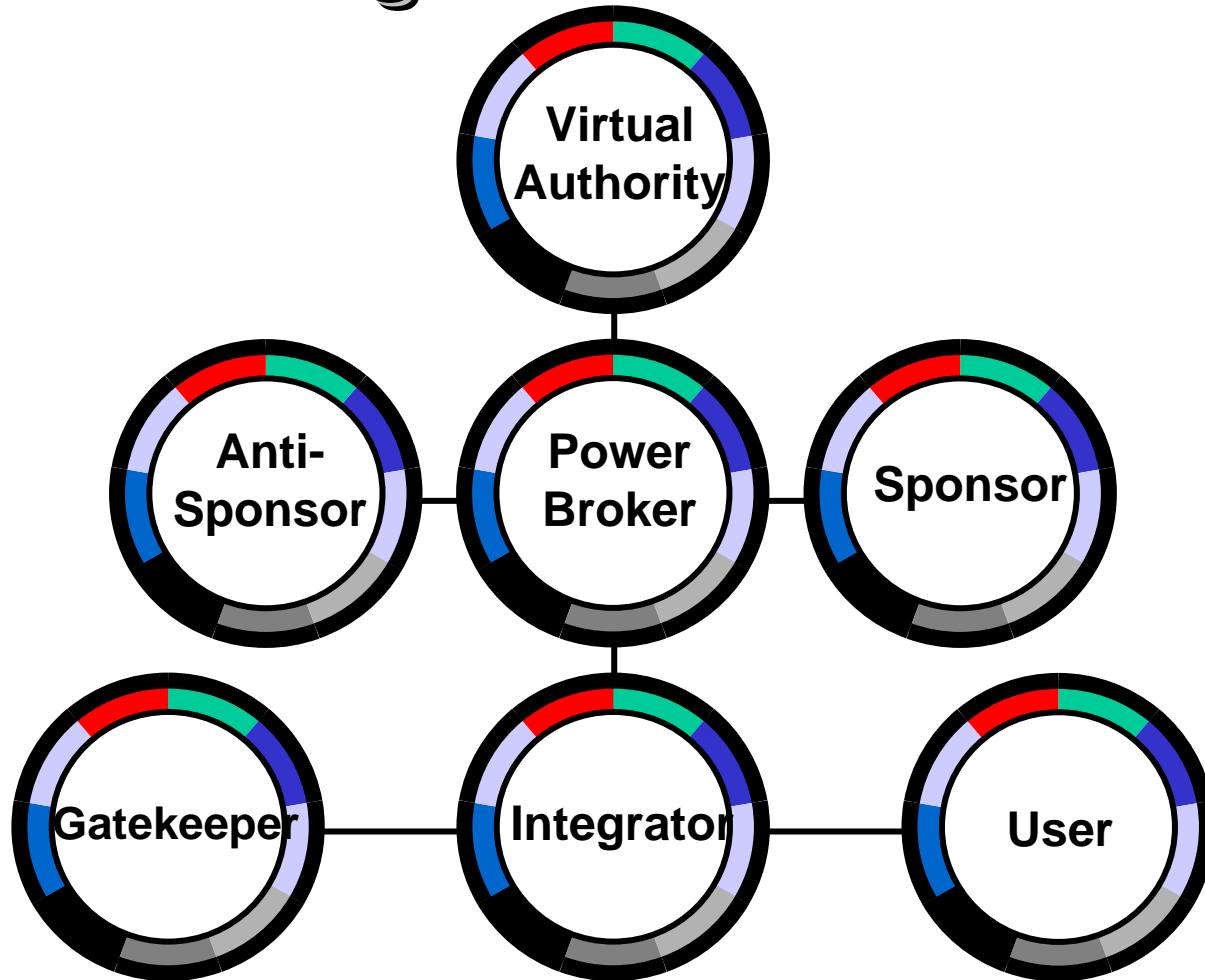


- Model based on common corporate training initiatives and employee Tier Development strategy
- Assumes basic knowledge of industry, product or service, competition, pricing, CRM Technology, support systems

College Graduates Sales Training & Education Needs....



College Graduates Sales Training & Education Needs...



Managing The Complex Sale

Resources You Can Use

- ***Supporting Documentation***
- ***Sales Effectiveness Assessment***
- ***Sample Competency Profiles***
- ***White Papers***
- **www.learningoutsourcergroup.com**





Thank You