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Boosting Sales

Most businesses want more sales, particularly in a challenging market. Paradoxically, many companies neglect the most important component for increasing revenue: standardized and ongoing sales training. This neglect may reflect a fuzzy understanding of the sales process.

The sales process consists of six steps:

1. Generating leads
2. Ranking and pre-qualifying leads
3. Clarifying the prospect's needs
4. Presenting a solution to those needs
5. Closing the sale
6. Delivery of the product or service

An effective sales training program addresses specific shortcomings of the sales force, and focuses on three areas.

- Personal productivity (attitude, self-management, etc.)
- Sales process training
- Product, industry, and market knowledge

Excuses for inadequate sales training

Decision makers who choose not to carry out effective sales training usually cite one or more of the following reasons:

1. Cost of training
2. Time spent training
3. Lack of knowledge, ability or personnel to conduct training
4. Fear of losing trained people to a competitor

Reasons 1 and 2 involve a cost/benefit analysis; in most cases the increased revenue potential outweighs the expense. Solutions to excuse #3 include third-party sales training materials and programs, contract trainers, and other outside resources.

As for reason #4, consider the consequences of **not** training your people and keeping them on the payroll. These can include:

- ▶ Low morale
- ▶ Lost sales
- ▶ Dissatisfied customers
- ▶ Declining revenue because of increased competition

Additional keys to success in boosting sales

- Focused, productive sales meetings
- Organized one-on-one mentoring
- Keep only good producers on the payroll
- Concentrate on results, not just activity

Tom Wagner

We help clarify options so our clients
identify the Right Questions
and solve the Right Problems.

Call us at 800 422-1374 to learn more.

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