Sales Training Consulting

Charles D. Brennan

The Ultimate Guide to Sales Training Dan Seidman, 2012-01-11 The Ultimate Guide to Sales Training is the go-to reference for sales managers, sales trainers, sales coaches, and sales consultants who want to increase a sales force's productivity by using these proven techniques: Building Mental Flexibility Anchoring Concepts for Easy Recall Encouraging Behavioral Change Covering a wide range of topics, The Ultimate Guide to Sales Training shows how to develop a selling system, prospect effectively, and qualify and disqualify prospects. The book also covers information on using power questioning techniques, handling objections, and includes solution selling guidelines and ideas for creating and delivering potent presentation practices. In addition, the author covers such hot topics as managing reps attitudes and how to close the sale. He also includes suggestions for overcoming buyer resistance and making change occur as well as getting beyond barriers that block decision-makers, and much, much more. Praise for The Ultimate Sales Training Handbook This book should be on the desk of every sales manager and sales trainer. Dan Seidman created a treasure chest of ideas, concepts, skills-sets and motivation tools that are ready to be converted into cash. —Gerhard Gschwandtner, founder and publisher, Selling Power Magazine Sales professionals throughout the world will discover performance improvement through this training encyclopedia. Dan Seidman is helping make sales training a major strategic driver for all organizations. —Tony Bingham, president and CEO, ASTD Each chapter just might be the one piece that plugs the gap in your team's performance. Dan is truly earning the title Trainer to the World's Sales Trainers. —Willis Turner, CAE CSE, president and CEO, of Sales & Marketing Executives International

The 4-2 Formula Ight Shore,2023-07-14 Something in your client's lives isn't working for them right now and they need a fix. They're on a mission... mission to improve their lives. Your job is to connect to that mission so deeply that the path to the sale literally roles out right in front of you. The 4:2 Formula gives you proven strategies for discovering your client's needs and providing solutions that will change their world.

Next Level Sales Coaching Steve Johnson, Matthew Hawk, 2020-07-21 Do you remember being in the trenches as a salesperson? What did you think of your sales manager? If you're like many front-line sellers, you probably didn't think she or he was a wonderful example of leadership who could inspire you to do your best in life and in work. The unfortunate truth is that many sales managers—well-meaning though they usually are—lack the skills and know-how to help their sales teams grow and achieve greater success. Over a combined 50 years of experience as salespeople, managers, coaches, and executives, authors Steve Johnson and Matthew Hawk have witnessed the do's and don'ts of top performing sales teams. Next Level Sales Coaching is the culmination of their experience. In this book, they distill what they have learned working with organizations like Google, Bank of America, Enterprise Rent-A-Car, and many more. The result is a compendium of best sales coaching practices with the power to make any sales manager into an inspirational and transformational leader. At its heart, this book is about how to integrate a person-centered development mindset into sales environments. Readers will work through practical examples, including a self-assessment, to identify the best way to implement strong coaching programs within their organizations. Each chapter concludes with takeaway questions and tips that sales leaders can use right away. From goal setting to daily sales huddles, and sales development training to analytics, Next Level Sales Coaching covers the best practices that readers will want to implement to take sales management to the next level.

Sales Training Advantage for Results Gerard Assey, 2022-02-10 'Sales Training Advantage for Results' is a uniquely designed system to transform one into a STAR Sales Consultant by helping them, discover the secrets that drive the top world's sales professionals. It is designed to help the individual or the team create the habits and lasting changes, by enabling them replace current unacceptable patterns that are costing their company sales with new ones that will eventually help them achieve their sales goals faster and more consistently. As budgets continue to shrink and the competition continues to increase, mastering the sales process the 'professional way' is a vital part of survival. People no longer buy a product or a service for its features; customers now want to know how that product or service will benefit them before they make a purchasing decision. To be successful in this environment, salespeople must be adept at both uncovering customer needs and demonstrating how they can fulfill those needs. Establishing value does not start with a prepared presentation, but with a search for the customer's real needs. Customers care more about solving their problems and meeting their objectives than they do about the range of services the Sales Person and his company has to offer. 'Sales Training Advantage for Results' will provide a very structured, formatted & step by step approach to help 'win & keep customers for life'! No gimmicks, no jargon, just emphasis on relationship building to enable you gain market advantage & get you results- a course on 100% building value & long lasting partnerships with customers! A must for anyone in Sales-right from the front-line to the CEO! Praises, Raves & Reviews "Gerard is an absolute STAR salesperson with huge doses of each of the attributes mentioned in this book. This amazingly structured book he has put together, with his long years of experience both on field as a sales professional, and as a coach & mentor for several sharp minds across the world will bring out the best in you. If you have bought this book, let me assure you, that it has all there is to learn about consultative selling! Just go get that sale!!!" Radhika Shastry (Former Managing Director), RCI-South Asia "Gerard Assey takes the sales person on a compelling journey in mastering the art of selling and salesmanship ... a must read for anyone aspiring to become a successful business executive" Mike Selvarajah, International Business Executive & Associate Director, BELL CANADA "Sales people like to learn from sales people & it's also a fact that there is none better to enlighten you on systems of achieving sales than Gerard Assey. He is providing value to MRF through training our sales force for 10+ years and the results speak for themselves. This book would serve as a ready reckoner to achieve excellence in selling through adopting the systems described by Gerard V. Chacko Jacob, Assistant Manager-Learning & Development, MRF Ltd. Gerard, once again, your book is brilliant! I especially value and recommend to all Sales Managers & Company Owners willing to improve their company performances, your straight-forward and common-sense approach towards Sales Management." Renaud Guttinger, General Manager, JCL LOGISTICS INDONESIA

High-Powered Sales Training Activities Garry Lennon,2001-01 Tried and tested in well-known organisations in Australia and Asia, High Powered Sales Training Activities is a practical, fast-moving and easy-to-use sales training manual. Designed for people who are charged with the responsibility of training sales staff, including those who are not necessarily full-time or dedicated trainers, the training activities in this manual guarantee results and will save hours of research and preparation time. Everything is done for you! Each well-planned training activity is supported with: *detailed handout material *suggestions on how to introduce the activity *session closing and course follow-up activities. An extensive range of energising activities cover areas such as sales call planning, account management and consulting skills, as well as practical steps on how to most effectively communicate with people in a sales environment. A unique activity ensures that your trainees have a foolproof way of reinforcing what they have learned when they re back on the job where it counts. Take advantage of the flexible structure of these tested training activities to help your people perform at optimum level and achieve the results which will make your company a winner in a highly competitive marketplace.

You Can Always Sell More Jim Pancero, 2006-04-20 The sales manager's step-by-step guide to better team performance As an experienced sales manager, how do you improve your team's performance? Which selling skills, developed to their fullest potential, have the greatest impact on revenues and profitability? You Can Always Sell More will guide you through a proven step-by-step system for evaluating, training, and coaching your sales force. It will help you establish a simple and effective evaluation and improvement planning process for even your most successful salespeople. Proven in a wide array of industries, this will also show you how to improve your ability to coach and lead a team of sales professionals. Jim Pancero (Eden Prairie, MN) is the founder of one of the country's most advanced sales and sales management training and consulting firms. He has conducted training sessions for over 200,000 experienced corporate sales-team members, association attendees, and graduate-level university students.

New Sales Mike Weinberg, 2013 Shares examples and anecdotes and offers a framework to successfully develop new business.

Master the Art of Closing the Sale Benjamin Brown, 2016-03-12 As if channeling Zig Ziglar, Frank Bettger, and Jeffrey Gitomer, Ben Brown shows you exactly how to achieve a radical improvement in your sales process to dramatically close more sales, develop long term clients, and enjoy more referrals. Straight forward and clearly written, business expert Ben Brown provides a high impact sales strategy based on his years of successful sales training and experience. Whether you are a sales representative who wants to take your business to the next level or a manager looking for a complete step-by-step sales system for your staff, this is the

game-changing book you have been looking for! * Discover the secrets for turning skeptics into buyers and buyers into referral machines. * Learn how to stop wasting time with those who will never purchase from you and quickly identify those who will. * Use a proven step-by-step sales strategy that will skyrocket your success and give you rock solid confidence in selling. * Improve your communication skills and ability to influence others, both in business as well as your personal life. Put your sales process on steroids with Master the Art of Closing the Sale and reap the benefits you and your business deserve. Sales is an art, when done right it's a beautiful thing.-- Ben Brown

Critical Selling Nick Kane, Justin Zappulla, 2015-09-28 Master these top-performing sales skills to dominate the marketplace Critical Selling is a dynamic and powerful guide for transforming your sales approach and outperforming your competition. This book is based on Janek Performance Group's, an award winning sales performance company, most popular sales training program, Critical Selling 1. Let authors Justin Zappulla and Nick Kane, Managing Partners at Janek, lead you through their flagship sales training methodology to provide you with the strategies, skills and best practices you need to accelerate the sales process and close more deals. From the initial contact to closing the deal, this book details the winning strategies and skills that have supercharged the sales force of program alumni like OptumHealth, Santander Bank, Daimler Trucks, California Casualty, and many more. Concrete, actionable steps show you how to plan a productive sales call, identify customer needs, differentiate yourself from the competition, and wrap up the sale. You'll also learn proven techniques for building rapport, overcoming objections, dealing with price pressures, and handling the million little things that can derail an otherwise positive sales interaction. Sales are the lifeblood of your company. Are they meeting your expectations? What if you could exceed projected sales figures and blow your competition out of the water? This book provides the research-based framework to ignite your sales team and excite your customer base, for sustainable success in today's market. Let Critical Selling® show you how to: Connect with customers on a deeper level to build trust Present a persuasive and value-based solution tailored to your customer's needs Handle pricing pressure, doubt, and objections with confidence Utilize proven methodologies that help you close the sale Sales is about so much more than exchanging goods or services for cash. It's about understanding and solving people's problems. Critical Selling shows you how to bring

Expert Selling Sedric Hill,2016-02-23 "This fast-moving book, written by a sales expert, shows you how to become an expert as well. You learn how to take your sales to a new level." —Brian Tracy, author of Unlimited Sales Success Discover the elusive mental skills of selling that move you from meeting sales quotes to driving profit revenues! The road from journeyman to expert is not achieved through traditional behavior-based training that requires large amounts of dedicated time, but instead happens between the ears—through cognitive skill development. Expert Selling is your blueprint guide to success: Exceed (not just achieve) your sales goals faster and with more certainty Perform at a high level with consistency (Systematic, repeatable methodology) Achieve your life goals; personal, professional, and income, in less time Have more fun while selling—minimize sales pressures and stress In Expert Selling, sales trainer and success coach Sedric Hill moves selling to the next level by utilizing breakthroughs in cognitive psychology science. Expert Selling unpacks the implicit windows of expert advantage and wraps them into an easy to follow blueprint for professional sellers and anyone who depends on persuasive communication for success. "Connecting with prospects and customers is critical to selling success. Sedric Hill's Expert Selling reveals the expert communication skills you need to master selling and other social interactions." —SusanRoAne, author of How to Work a Room

On the Bus Sales Training WorkBook Chris Lipper, 2021-11-17 This is sales training work book from our On The Bus Sales Training, Coaching and Consulting? classes.

ALWAYS BE QUALIFYING Darius Lahoutifard,2023-10-21 In the past few years, companies large and small have called on me to get help with their non-performing sales team. The described symptoms are different from one company to another. Some need more revenue. Others complain about unreliable forecasts, with deals slipping constantly from one quarter to another before being lost or even abandoned a few quarters later. Some CEOs notice unproductive sales teams with an unusually high number of non-quota-carrying people needed in the sales force, hitting the bottom line hard. All these symptoms are related to the same illness: inability to qualify. Since most sales teams put in place organizations including SDR (Sales Development Representatives) or BDR (Business Development Representatives) who qualify leads for Account Managers, there is a wrong unstated assumption, widely spread, that once a lead is qualified, the inside sales or field sales will have to work on them until they are won or lost. Ongoing qualification is often the issue. Qualification is not a binary step of the sales process. Qualification is a mindset and a habit to apply throughout the sales process, from the first call to closing. This book covers both the Why and the How of sales qualification. I was an early sales leader at PTC where the MEDDIC methodology took shape. I am also the founder of MEDDIC Academy, the first platform to bring the qualification methodology online. This book describes the M.E.D.D.I.C. and the MEDDPICC® sales methodology in depth. This is not a book of theories, research, or academic concepts but pure execution techniques with practical recipes. At a high level, MEDDIC is a checklist that helps sales professionals reveal the gaps in an opportunity and execute correctly to fill those gaps and close the deal or drop it early. This book is an excellent complement to the training and workshops we deliver online and in-person globally.

Insight Selling Mike Schultz, John E. Doerr, 2014-04-30 What do winners of major sales do differently than the sellerswho almost won, but ultimately came in second place? Mike Schultz and John Doerr, bestselling authors andworld-renowned sales experts, set out to find the answer. Theystudied more than 700 business-to-business purchases made by buyerswho represented a total of \$3.1 billion in annual purchasing power. When they compared the winners to the second-place finishers, theyfound surprising results. Not only do sales winners sell differently, they sellradically differently, than the second-place finishers. In recent years, buyers have increasingly seen products andservices as replaceable. You might think this would meanthat the sale goes to the lowest bidder. Not true! A new breed ofseller—the insight seller—is winning the sale withstrong prices and margins even in the face of increasing competition and commoditization. In Insight Selling, Schultz and Doerr share thesurprising results of their research on what sales winners dodifferently, and outline exactly what you need to do to transformyourself and your team into insight sellers. They introduce asimple three-level model based on what buyers say tip the scales infavor of the winners: Level 1 Connect. Winners connect the dots betweencustomer needs and company solutions, while also connecting withbuyers as people. Level 2 Convince. Winners convince buyers that they canachieve maximum return, that the risks are acceptable, and that theseller is the best choice among all options. Level 3 Collaborate. Winners collaborate with buyers bybringing new ideas to the table, delivering new ideas and insights, and working with buyers as a team. They also found that much of the popular and current advicegiven to sellers can damage sales results. Insight Sellingis both a strategic and tactical guide that will separate the goodadvice from the bad, and teach you how to put the three levels of selling to work to inspire buyers, influence their agendas, andmaximize value

Take Your Sales to the Next Level: Advanced Skills to Build Stronger Relationships and Close More Deals Charles D. Brennan, 2010-09-20 Expand your customer relationships into higher levels of commitment—and close more sales! You may have many great customer relationships—but there's a good chance you have an even greater number of relationships that aren't where you want them to be. With the lessons in Take Your Sales to the Next Level, you can move those stalled relationships to the next level—and increase sales dramatically. Sales expert Charles D. Brennan helps you: Gain solid commitments from your contacts Direct conversations to reveal new, previously undisclosed information Minimize and neutralize resistance Build a sales closing map from start to finish When you suddenly find yourself deftly moving conversations beyond the predictable dialogues, you'll know you're on your way to greatness. Make it happen with Take Your Sales to the Next Level.

New Home Sales Training Myers Barnes, 2012-06-07 The United States is the top immigrant destination country in the world, with more than 40 million foreign-born residents living here in 2010. Over the next 50 years, nearly 90 percent of our population growth will come from the minority community. America has become more of a Mulligan stew than a melting pot! Minorities are becoming the majority. How do they fit into your sales plan? In Myers Barnes' latest book, New Home Sales Training: Selling New Homes in a Multicultural America, the country's premier visionary on new home sales delivers a guidebook packed with insight, facts, advice, and cautionary tales to equip you with the tools you need to succeed with today's New American homebuyers. Discover the faux pas-like crossing your legs, saying no, smiling, pointing, or accepting a business card with

the wrong hand-that can close the door on a new home sales opportunity. Seize the opportunity presented by a rapidly growing market of eager buyers, but start right here and learn the rules of the multicultural marketplace.

The High-Impact Sales Manager Norman Behar, David Jacoby, Ray Makela, 2016-05-16 Managing a sales team is one of the most important and challenging positions in a company, and it requires a unique set of skills. Unfortunately, many sales managers spend much of their day putting out fires, and moving from problem to problem. Their days consist of an overwhelming number of activities including respond to urgent request from their bosses, resolving customer issues and complaints, and dealing with disgruntled employees. In addition, they find themselves sitting in meetings that run way too long, and submitting countless sales forecasts to satisfy upper management. As a result, sales managers get caught up in a daily grind and end their work week exhausted and feeling like they have little control over their destiny. In The High-Impact Sales Manager, you'll learn how to transcend the daily grind and unlock the full potential of your sales team. This includes learning to: Hire the best people and hold them accountable Manage sales performance by focusing on the underlying behaviors that drive performance Consistently produce accurate sales forecasts Provide personalized sales coaching that results in better skills and higher win rates Motivate and inspire your team to greatness Most importantly, The High-Impact Sales Manager will leave you feeling confident and enthusiastic in your ability to lead and empower your team to achieve unparalleled success. About the Authors Norman Behar is a proven sales leader with over 25 years of CEO and senior sales management experience. He is recognized as a thought leader in the sales training industry, and has worked with clients in a wide range of industries including financial services, healthcare, technology, manufacturing, and distribution. Norman's white papers and blog posts are frequently featured in leading trade publications. Previously, Norman served as President and CEO of Catapult, Inc., a leading provider of personal computer training services, where he oversaw operations and managed growth prior to the company's acquisition by IBM. Norman received his B.A. from the Foster School of Business at the University of Washington, where he graduated Summa Cum Laude. David Jacoby has extensive experience developing and implementing innovative sales training and sales leadership development solutions for clients. David is a thought leader in instructional design and the use of innovative technologies to deliver industry leading online sales training programs. Previously, David has served as Vice President of Business Affairs of Xylo, Inc., where he was responsible for the Company's business development, sales operations, legal affairs and financing activities. Before joining Xylo, David was a corporate attorney with Skadden, Arps, Slate, Meagher & Flom LLP, where he practiced in the firm's mergers & acquisitions group. David received his I.D. from the Columbia University School of Law, where he was a Harlan Fiske Stone Scholar, and received his B.A. from the University of Washington, where he graduated Summa Cum Laude. Ray Makela has over 25 years of management, consulting, and sales experience. As a Managing Director at Sales Readiness Group, Ray currently oversees all client engagements. Previously, Ray served as Chief Customer Officer (CCO) at Codesic Consulting, where he was responsible for business development, managing customer relationships, and the development and implementation of Codesic's sales-training initiatives. Ray has also held management positions at Accenture and Claremont Technology Group where he was a management consultant in the Change Management practice. Prior to his consulting career, Ray served as a Division Officer and NROTC Instructor in the US Navy. Ray earned his B.A in Speech Communications from the University of Washington and an M.P.A. in Public Administration and Information Systems Management from the University of Southern California.

The Mindset of a Sales Warrior Jason Saunders Forrest, 2019-10 The Mindset of a Sales Warrior encompasses Jason Forrest's 40 years of learning and experience. Through 42 transformational strategies you'll learn the beliefs of how you can become a true sales warrior. Each life changing strategy comes with real world application and dives into what it means to think, act, and sell like the top 1%.

Sales Training Handbook Jeff Magee, 2001-06-21 Includes downloadable, customizable handouts A Time-and-Money Saving Program Designed to Turn Every Sales Manager Into a Skilled Sales Trainer Experience may be a wonderful teacher...but it is only through ongoing sales training and coaching that most sales professionals will reach their full potential. The Sales Training Handbookfilled with interactive exercises, participant handouts, coaching scripts, and more provides the educational and motivational tools you need to conduct performance-based training sessions with your sales force. Designed to help busy sales managers quickly and easilyintroduce proven methods to their sales teams, this time-and-money saving coursebook: Covers all major aspects of selling and dealing with customers Focuses on selling skills for basic, intermediate, and advanced level sales professionals Provides sales managers and trainers with an effective, turnkey sales training curriculum Developing training programs is often a full time job in itself, while hiring outside consultants can be costly, inconvenient, andworst of allineffective. From beginner techniques through advanced strategies, let The Sales Training Handbook furnish you with the proven training materials you need to train your sales team yourselfsaving time and money while creating a controlled, effective, self-contained sales training program. It is critical that sales professionals and customer service representatives at the front line have the tools of their craft continually sharpened. The Sales Training Handbook allows your sales professionals to compete head-to-head with sales professionals that have had the luxury of attending a structured sales course for weeks and attain greater results. The 52 mini-seminars will give you the format necessary to guide and lead your team to success. From the Preface The Sales Training Handbook contains everything a sales manager or trainer needs to establish a successful, fundamentally sound sales team. Each mini-seminar is a focused, concise, hands-on tutorial on the finer points of sales and sellingchallenging enough to involve participants without leaving them frustrated or overwhelmed, yet straightforward enough to be completed in just 15-30 minutes. Getting the commitment and the order ... Dealing with objections ... Cross-selling, up-selling, and even down-selling to better serve the client ... Effectively using technology to complement sales efforts ... The Sales Training Handbook provides 52 ready-to-use, results-based training sessions complete with customizable trainer scripts and participant handouts that can be easily downloaded from the Internetthat provide in-depth information and innovative strategies for all major aspects of selling and dealing with customers. Whether you use them to provide a quick training component to a weekly training meeting, or combine selected seminars to create a customized training workshop focused on specific selling skills, the end result will be the samemeasurable, bottom-line, and immediate sales improvements. By combining the best of today's innovative sales skills and technologies with strategies proven on the front lines, Jeff Magee has become one of today's most respected, in-demand sales trainers. Use each of the 52 no-nonsense, technique-filled mini-seminars in his results-based The Sales Training Handbook to noticeably improve your skills as a sales trainerand dramatically impact the confidence and success of your sales force.

Selling to VITO the Very Important Top Officer Anthony Parinello,2010-07-15 There has never been a sales book that gives you one-on-one, personal help to catapult your sales career and your personal income to a level that will surprise you and shock your sales manager! You'll stop: wasting your precious selling time with 'non-decision' makers getting any rejection whatsoever from gatekeepers working your keester off for itsy, bitsy sales losing sales that you thought you were going to win not making your sales quota You'll start: making sales that are up to 65 percent bigger cutting your sales cycle in half getting as much as 120 percent more add-on business from your existing customers getting VITO to VITO referrals worth pure gold making the income that you really deserve

The Challenger Sale Matthew Dixon, Brent Adamson, 2011-11-10 What's the secret to sales success? If you're like most business leaders, you'd say it's fundamentally about relationships-and you'd be wrong. The best salespeople don't just build relationships with customers. They challenge them. The need to understand what top-performing reps are doing that their average performing colleagues are not drove Matthew Dixon, Brent Adamson, and their colleagues at Corporate Executive Board to investigate the skills, behaviors, knowledge, and attitudes that matter most for high performance. And what they discovered may be the biggest shock to conventional sales wisdom in decades. Based on an exhaustive study of thousands of sales reps across multiple industries and geographies, The Challenger Sale argues that classic relationship building is a losing approach, especially when it comes to selling complex, large-scale business-to-business solutions. The authors' study found that every sales rep in the world falls into one of five distinct profiles, and while all of these types of reps can deliver average sales performance, only one-the Challenger- delivers consistently high performance. Instead of bludgeoning customers with endless facts and features about their company and products, Challengers approach customers with unique insights about how they can save or make money. They tailor their sales message to the customer's specific needs and objectives. Rather than acquiescing to the customer's

every demand or objection, they are assertive, pushing back when necessary and taking control of the sale. The things that make Challengers unique are replicable and teachable to the average sales rep. Once you understand how to identify the Challengers in your organization, you can model their approach and embed it throughout your sales force. The authors explain how almost any average-performing rep, once equipped with the right tools, can successfully reframe customers' expectations and deliver a distinctive purchase experience that drives higher levels of customer loyalty and, ultimately, greater growth.

Embark on a transformative journey with Written by is captivating work, Grab Your Copy of **Sales Training Consulting**. This enlightening ebook, available for download in a convenient PDF format Download in PDF: , invites you to explore a world of boundless knowledge. Unleash your intellectual curiosity and discover the power of words as you dive into this riveting creation. Download now and elevate your reading experience to new heights .

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Sales Training Consulting Introduction

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