



The Ultimate Sales Training Workshop: A Hands-On Guide for Managers (SellingPower Library)

Gerhard Gschwandtner

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One hour: that's all the reading time you'll need to master one of the 15 essential sales topics outlined in *The Ultimate Sales Training Workshop*.

Just pick your subject, then read the hands-on guide for that chapter and additional reading materials for salespeople. Next, follow the preparation steps contained in the Sales Manager's Meeting Guide—a one-page checklist of items taking you from preplanning your workshop through set-up, organizing meeting materials, getting participants involved, topics of discussion, role-playing, debriefing sessions, getting feedback, and more. Everything is spelled out: what to do, when to do it, what to say, how to wrap things up. You simply follow the script.

Each chapter also provides

- All the essential sales principles you'll want to cover
- Sidebars containing sales reps' frequently asked questions
- Quick tips for preparing your training session or next sales meeting
- Suggestions for visual materials
- Time-tested sales tools

Being a master seller takes years of experience, but being a master trainer doesn't. With *The Ultimate Sales Training Workshop* in hand, you can set up and conduct effective training sessions in no time that will boost your team's performance to new heights.

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