

<<销售培训方案>>

图书基本信息

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### 内容概要

“ This is a wonderful resource guide for any sales person interested in Sales Training.  
Even veteran trainers could benefit from using this book !

” —Maria Edelson , Director , Sales Capability Development , North America , Procter & Gamble.

“ The content is comprehensive and provides many real life examples from experienced sources , not just one person ’ s view.

” —Matt Gross , President , Sales , RR Donnelley “ An excellent and comprehensive guide to sales training.

Both sales executives and trainers will find this book provides the information necessary to design and improve their company ’ s sales training program.

”—Kevin P.

Hart , Executive Vice President , Sales and Marketing , WNA , Inc.

“ Most sales executives believe that developing training should be easy; find a trendy sales program , secure some budget , roll it out and watch the revenues increase.

Unfortunately , efforts like these underwhelm the sales force and are forgotten in a week.

Sales Training Solutions describes how successful companies define training needs , gain sponsorship and measure results of dynamic programs that are remembered for years.

” —James A.

Rocha , Manager , WW Sales Force Development , Cisco Systems “ Sales Training Solutions offers a compendium of tips and techniques for sales training practitioners and consultants alike.

There ’ s something for everyone involved in designing , developing and implementing sales training solutions in today ’ s fast-paced world.

I ’ ve never seen this array of information available on these topics in one place before! I highly recommend it to anyone in the sales training profession.

” —Stephen J.

Bistriz , Ed.D , President , Professional Society for Sales and Marketing Training.

“ I found that Sales Training Solutions had all the essential components to enable a corporation to provide appropriate sales training to their target populations in a timely manner.

If the guidelines prescribed are followed you will be able to provide the right ( sales ) training to the right ( sales ) people at the right time.

” —William G.

Skea , Manager , Learning Strategy & Solutions for sales skills development , Xerox Corporation

“ Retaining key customer-facing employees and equipping them with the tools to succeed in today ’ s complex , global business environment is paramount to being both competitive and profitable.

Through a diverse collection of mini-cases , Sales Training Solutions provides a practical roadmap for firms that take seriously the challenge of developing human capital.

” —Lisa Napolitano , President & CEO , Strategic Account Management Association

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