1.	Record Nr.	UNINA9910778817903321
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	Titolo	The ultimate guide to sales training [[electronic resource]] : potent tactics to accelerate sales performance / / Dan Seidman
	Pubbl/distr/stampa	San Francisco, : Pfeiffer, : [ASTD], c2012
	ISBN	1-118-16056-8
		1-283-43220-X
		9786613432209
		1-118-16054-1
	Edizione	[1st ed.]
	Descrizione fisica	1 online resource (546 p.)
	Collana	Pfeiffer essential resources for training and HR professionals
	Classificazione	BUS066000
	Disciplina	658.3/1245
	Soggetti	Selling
		Sales management
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	"Co-published with ASTD"--cover.
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	pt. 1. Preparing the sales pro to sell -- pt. 2. Training the sales pro to sell -- pt. 3. Training the sales pro to improve performance -- pt. 4. Re-creating your training experience : key concerns -- pt. 5. Appendices.
	Sommario/riassunto	"The Ultimate Sales Training book enables sales managers, sales trainers, sales coaches, and sales consultants to understand the convergence of selling and learning in the current and future business workplace. The book is a comprehensive tactical, usable, and practical shelf-reference for creating a great sales training program. The book can help those responsible for team performance architect the delicate short-term and long-term balance necessary to create truly world-class sales organizations through training. By focusing on quality, sound instructional design principles, and a standardized sales process, it is sure to be the go-to resource for challenging solving sales training dilemmas"--