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Nota di contenuto	Intro -- Title Page -- Copyright -- Content -- About the Training Basics Series -- Preface -- Acknowledgements -- Chapter 1: Preparing to Train the Salesforce -- Chapter 2: Partnering with the Sales Team -- Chapter 3: Accelerating Sales Training Impact -- Chapter 4: Phase 1: Exploring the Sales Environment -- Chapter 5: Phase 2: Examining Sales Team Goals and Needs -- Chapter 6: Phase 3: Enabling Sales Team Learning -- Chapter 7: Phase 4: Executing Your Value-Added Solution -- Chapter 8: Phase 5: Evaluating Your Impact -- Chapter 9: Making Your Sales Training Stick with Coaching -- Chapter 10: Leveraging Subject Matter Experts for Impact -- Chapter 11: Developing a Sales Training Brand -- Conclusion -- Resources -- About the Editor -- About the Contributors -- Index.
Sommario/riassunto	Sales people are often a breed apart; being their trainer is an ambitious, but rewarding challenge. Founded in the competencies of world-class selling, this new title approaches training sales people with the most excellent strategy—effective, results driven training that closes sales. Siegfried, with Nationwide Insurance, offers readers a useable, practical methodology for keeping sales people engaged and learning, ensuring that they don't feel like they're wasting their time and their managers can justify their time in the classroom. Sales

Training Basics recognizes the bottom line focus of sales professionals and offers proven techniques and approaches that create engaging and impactful training. This new title also addresses the power of blending both classroom and technology-based approaches that give sales professionals what they really want – more time in the field selling.
