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Training for Your Sales Team

If you've got a great product, you're only halfway there. Without a great sales team, your product or service isn't going to make you any money. A good training and coaching program is one of the most beneficial things you can do for your sales staff. You need to conduct training not only about your own products and services, but also about selling and negotiation techniques. Professional training and coaching can have tremendous impact on sales and keep your staff "on their toes" as far as new and potential clients needs and new techniques in the sales world go.

Training your sales staff is an ongoing process, not simply an annual event. Real benefits do come with more regularly scheduled training sessions and modules that build on each other.

Keys to Successful Training

The keys to making your sales training effective lie partially in how you present the training to your staff. One of the most important things to get across is how this training is going to increase your reps' sales, as well as benefit the company. Therefore, make specific statements about how using this new technique can improve the percentage of customer satisfactions by X percent, which will in turn pull more sales from those happy customers.

Some important points in successfully training your sales staff include:

- 1.** Make your sales training interesting and entertaining.
You don't want your staff snoozing through brilliant PowerPoint presentations. Make sure the trainer is entertaining enough to keep everybody awake, and more importantly, interested.
- 2.** Give specific and realistic examples ("on-the-job scenarios") about how to use new techniques. Be prepared for questions and have multiple scenarios in mind.
- 3.** Make your entire training information specific to your product and your market.
- 4.** Make sure everyone participates. Also, encourage participation in the discussion. Have everyone come in with a list of questions from prospects that stumped them.
- 5.** Have a reward system for those reps who have used the new techniques and been successful.
- 6.** Handouts or e-mails that recap some of the best ideas that were generated from the meetings should be sent out for reference later.
- 7.** Set up regularly scheduled training sessions and coaching opportunities based on new scientific data and your reps toughest challenges.

Ongoing and useful training clearly is one of the best methods to strengthen the confidence and selling ability of your sales team. Building confidence can be tricky, but having a good understanding of your product, your market, and the most effective sales techniques can help build that confidence and make an average sales rep into a great performer. The expertise of external experts will guarantee that your training and coaching sessions will be conducted at the highest level. With their professional experience and objectivity these coaches will help your sales team gain a competitive edge.

MFB Resultants - We Create Results.

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