2005 National Conference in Sales Management

Sales Training...
From the Consultant to the Classroom

Presented by:
Tom Cooke
Learning Outsource Group
Partial Client List

- YellowPages.com
- IKON Office Solutions
- thecellgroup
- Genentech, Inc.
- NEXTEL
- Corporate Express
  A Buhrmann Company
- Staffmark
- npta
  Alliance
  Paper • Packaging • Supplies
- SAGE
- FIRST DATA
- Florida Digital Network
- Bally
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- TeleCheck
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- OMD Corporation
- uniGroup, Inc.
- Acuity Brands
- Wells Fargo
- Laser Technologies
- Specialty Products
- TREMCO
- TouchStar
  Excellence in mobile computing
- NAPEO
- MCI
- ruff
Topics for Discussions

✓ Today’s most popular topics addressed in sales training by corporate training organizations and consultants

✓ Training needs of college graduates as they enter the sales force

References:
Worldwise, Inc. Learning Outsource Group
TopLine Leadership, Inc. Results Unlimited, LLC
Learning Solutions International HR Chally Group
IKON Corporate University MCI Learning Center
## Corporate Sales Development Focus

### Sales Positions

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**Account Reviews/ Budgeting Process**

- Model based on common corporate training initiatives and employee Tier Development strategy
- Assumes basic knowledge of industry, product or service, competition, pricing, CRM Technology, support systems

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Corporate Sales Development Focus

Sales Positions

- Tenured Elite with Govt./Vertical/Enterprise Solutions Consulting Experience
- Highly Experienced with Specific Competencies
- Entry Level to Highly Tenured
- Entry Level

Training Objectives

- Global Accounts
  - Tier I
  - Major Accounts
  - Target Accounts
  - Specialists
  - Field Sales Organization
  - Account Representatives
  - Account Executives
  - Inside Sales / Customer Support

- Tier IV
- Tier III
- Tier II
- Tier I

*Model based on common corporate training initiatives and employee Tier Development strategy*
*Assumes basic knowledge of industry, product or service, competition, pricing, CRM Technology, support systems*

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College Graduates
Sales Training & Education Needs...

Managing The Complex Sale

Getting Into Your Customer’s Head / © 2004 TopLine Leadership, Inc.
Resources You Can Use

• Supporting Documentation
• Sales Effectiveness Assessment
• Sample Competency Profiles
• White Papers

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Thank You