

# Sales Training

All organizations are engaged in selling their products or services. Those who are successful in sales survive and thrive, the others do not.

Many companies depend on their own **direct sales people**; others rely on **distributors and dealers**. Either way, the performance of these sales personnel is a key determining factor in a company's success.

This can be a great challenge in a competitive environment, where it is not just the quality or features of the product or service that determine sales success. Success often hinges on the skill and knowledge of the sales personnel. Well-trained sales personnel successfully and effectively identify prospects, fill their pipeline, and close sales. This requires knowledge and skills about the industry, competitive products, features and benefits, sales strategies and processes. Left on their own, it may take years for a sales person to develop this knowledge, if at all.

However, with a well-designed training program, that learning time can be compressed to a fraction of what it might otherwise take. And that increase in Speed to Proficiency, that shortening of the learning curve, results in positive sales productivity and results.

People start selling sooner and more, which means **higher revenues** for the company.

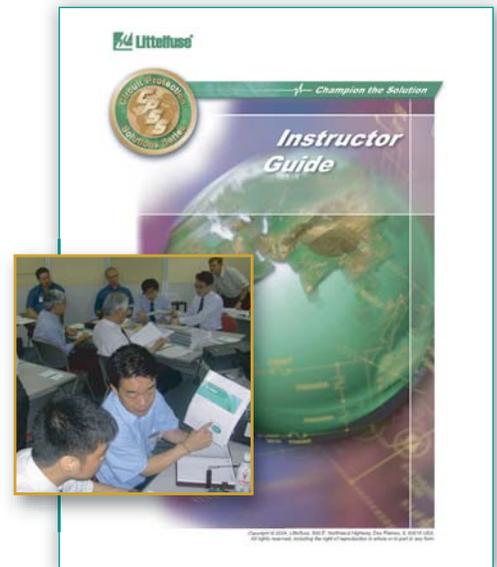
Such a training program starts with a comprehensive analysis of the learners, the needed skills and knowledge, and the gap between them. Then it must be designed in a way to mimic the actual process, so people **learn by doing**, not by simply listening to an instructor or watching a "death-by-PowerPoint" presentation. People learn by engaging in simulated cases, cases that start simple and grow in complexity, providing content as it is needed so the learner can remember and **apply this knowledge on real sales calls** and situations.

This gives the new sales person a wealth of experience and knowledge that might take years to accumulate otherwise, and compresses the time needed to make them productive and profitable.

Such a training program provides **real results, real fast**. And arms you with expert sales representation for the competitive marketplace.

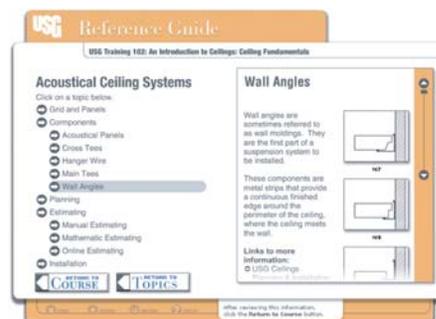
## The Benefits

- **Consistent** - ensures that every person obtains the best quality instruction, and achieves the necessary product knowledge and sales skills.
- **Timing** - can be delivered immediately, on the first day of hire if desired, instead of waiting for a class to be scheduled.
- **Tracking** - distributor personnel can be monitored to see how frequently they obtain training, and how well they perform on it.
- **Flexible** - may be frequently updated to stay current with company developments.
- **Low cost** - as low as \$10 per learner or less.



*Littelfuse manufactures a wide array of electronic circuit protection products, which use a variety of technologies, and sells them worldwide. When they acquired a competitor, they needed to train their existing sales force on those new products, and train the new sales people on the Littelfuse products. Being a global company, training was needed in the U.S., Europe and Asia-Pacific. Cedar Interactive developed a 5-day scenario-based training course using small groups, which was delivered by product managers themselves. It kept sales personnel fully engaged, and ensured they could sell Littelfuse products in a consultative manner.*

*USG (formerly United States Gypsum) is a world leader in sales of construction materials, including wallboard, ceiling tiles, and many other products. USG was interested in increasing market share by having sales*



*personnel "upsell" customers to a better quality USG product. To this end, Cedar Interactive has developed elearning modules, that are scenario-based, and not only teach sales personnel about USG products using scenarios, but also teach them how to install products as a value-added service so they can better understand their customers needs, and make appropriate suggestions.*