



The Ultimate Sales Training Workshop: A Hands-On Guide for Managers (SellingPower Library)

By Gerhard Gschwandtner

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One hour: that's all the reading time you'll need to master one of the 15 essential sales topics outlined in *The Ultimate Sales Training Workshop*.

Just pick your subject, then read the hands-on guide for that chapter and additional reading materials for salespeople. Next, follow the preparation steps contained in the Sales Manager's Meeting Guide—a one-page checklist of items taking you from preplanning your workshop through set-up, organizing meeting materials, getting participants involved, topics of discussion, role-playing, debriefing sessions, getting feedback, and more. Everything is spelled out: what to do, when to do it, what to say, how to wrap things up. You simply follow the script.

Each chapter also provides

- All the essential sales principles you'll want to cover
- Sidebars containing sales reps' frequently asked questions
- Quick tips for preparing your training session or next sales meeting
- Suggestions for visual materials
- Time-tested sales tools

Being a master seller takes years of experience, but being a master trainer doesn't. With *The Ultimate Sales Training Workshop* in hand, you can set up and conduct effective training sessions in no time that will boost your team's performance to new heights.

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Editorial Review

From the Back Cover

15 essential workshops that will transform your sales team from good to great.

Want to get amazing results from your sales team but don't have the time to come up with your own training program? *The Ultimate Sales Training Workshop* is an invaluable one-stop training course from selling powerhouse Gerhard Gschwandtner, featuring 15 easy-to-implement workshops on vital sales topics, including

* prospecting * getting appointments * delivering presentations * preparing sales proposals * closing * handling objections * mastering negotiations * dealing with rejection

Each workshop takes only one hour-perfect for today's busy sales professionals-and includes a step-by-step training guide, sample team exercises, additional reading and hands-on tips from leading sales professionals, including Jeffrey Gitomer, Sam Reese, Neil Rackham, Brian Tracy, and Michael Bosworth.

About the Author

Gerhard Gschwandtner has more than three decades of international sales and marketing experience. He is the founder and publisher of *Selling Power*, the world's leading sales magazine. For more books in the Selling Power Success library and information on the magazine, visit SellingPower.com.

Users Review

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Kristin Todd:

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