

《销售培训方案：打造一流的销售员SALES TRAINING SOLUTIONS》

书籍信息

版次：

页数：322

字数：

印刷时间：2006年11月01日

开本：16开

纸张：胶版纸

包装：精装

是否套装：否

国际标准书号ISBN：9781419585449

内容简介

“ This is a wonderful resource guide for any sales person interested in Sales Training。 Even veteran trainers could benefit from using this book ! ” —Maria Edelson , Director , Sales Capability Development , North America , Procter & Gamble。

“ The content is comprehensive and provides many real life examples from experienced sources , not just one person ’ s view。 ” —Matt Gross , President , Sales , RR Donnelley

“ An excellent and comprehensive guide to sales training。 Both sales executives and trainers will find this book provides the information necessary to design and improve their company ’ s sales training program。 ”—Kevin P。 Hart , Executive Vice President , Sales and Marketing , WNA , Inc。

“ This is a wonderful resource guide for any sales person interested in Sales Training。 Even veteran trainers could benefit from using this book ! ” —Maria Edelson , Director , Sales Capability Development , North America , Procter & Gamble。

“ The content is comprehensive and provides many real life examples from experienced sources , not just one person ’ s view。 ” —Matt Gross , President , Sales , RR Donnelley

“ An excellent and comprehensive guide to sales training。 Both sales executives and trainers will find this book provides the information necessary to design and improve their company ’ s sales training program。 ”—Kevin P。 Hart , Executive Vice President , Sales and Marketing , WNA , Inc。

“ Most sales executives believe that developing training should be easy; find a trendy sales program , secure some budget , roll it out and watch the revenues increase。 Unfortunately , efforts like these underwhelm the sales force and are forgotten in a week。 Sales Training Solutions describes how successful companies define training needs , gain sponsorship and measure results of dynamic programs that are remembered for years。 ” —James A。 Rocha , Manager , WW Sales Force Development , Cisco Systems

“ Sales Training Solutions offers a compendium of tips and techniques for sales training practitioners and consultants alike。 There ’ s something for everyone involved in designing , developing and implementing sales training solutions in today ’ s fast-paced world。 I ’ ve never seen this array of information available on these topics in one place before! I highly recommend it to anyone in the sales training profession。 ” —Stephen J。 Bistriz , Ed.D , President , Professional Society for Sales and Marketing Training。

“ I found that Sales Training Solutions had all the essential components to enable a corporation to provide appropriate sales training to their target populations in a timely manner。 If the guidelines prescribed are followed you will be able to provide the right (sales) training to the right (sales) people at the right time。 ” —William G。 Skea , Manager , Learning Strategy & Solutions for sales skills development , Xerox Corporation

“ Retaining key customer-facing employees and equipping them with the tools to succeed in today ’ s complex , global business environment is paramount to being both competitive and profitable。 Through a diverse collection of mini-cases , Sales Training Solutions provides a practical roadmap for firms that take seriously the challenge of developing human capital。 ” —Lisa Napolitano , President & CEO , Strategic Account Management Association

Account Management Association

[显示全部信息](#)

目录

Preface iX

1 . What Do Salespeople Want ?

BECKY STEWART-GROSS , President , Building Bridges

2 . Getting Leadership Support

JIM GRAHAM-VP of Training and Development , RR Donnelley

3 . Sales Managers as Key Stakeholders

DON STERKEL , former Senior Director of Learning and
Development , Time Warner

4 . Building a Business Case for Sales Training

BOB RICKERT , Regional Sales Manager , Aarthun Performance Group

5 . Creating a Stellar Customer-Centric Sales Force

SUSANNE CONRAD , Director of Organizational Effectiveness and
Development , Dechert—Hampe & Company

6 . Building a Training Program

MICHAEL ROCKELMANN , Driving Results , formerly of United Airlines

7 . Making an Outsourcing Decision

MICHAEL ROCKELMANN , Driving Results , formerly of United Airlines

8 . Making Sales Training Fun , Interactive , and Educational

RENIE MCCLAY , Sales Training Utopia , former Sales Training Manager
of Kraft Foods

9 . Creating Effectiv4 Product Training

DIANE M . BOEWE , Director , Drake Resource Group

10 . Tech Talk--Teaching Technology to Sales Professionals

LUANN IRWIN , LAI Associates , former Manager of Training of Kodak

11 . Developing Strategies for Sales Training Technology Selection

WILLIAM MAGAGNA , Senior Instructional Designer , Dade Behring

12 . Measuring the Impact of Sales Training

GARY SUMMY , Global Director of Performance Development , Sales ,
and Marketing , Motorola

Notes

Contributors

Index Preface iX

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

[更多资源请访问www.tushupdf.com](http://www.tushupdf.com)