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Sales Coaching... Fact or Fiction?

By Paul Shearstone

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The old adage in selling has always been, "Find out what they want, then, give it to them." The fundamentals of selling are clearly that elemental. The application thereof, however, continues to be the litmus test that quickly separates the skilled from the rest.

In the past, the selling profession relied upon its own bullpens crowded with accomplished journeymen to assume the role of mentor or coach to guide the up-and-coming. But sadly, those days are gone.

Statistics show the average tenure in today's typical sales force is only two to three years. For many reasons like downsizing, smaller margins, and fewer incentives, experienced salespeople now find it necessary [easy] to move on. Some get entrepreneurial and open small companies of their own. In their wake, younger and far less tenured people fill the ranks – quickly becoming the less experienced mainstay of frontline selling.

There is still another challenge. Due to the evolution and ever-changing complexities of products and solutions, heavy employment emphasis over the last decade in particular has and continues to be, placed on technical skills over selling skills. No one will argue the importance of knowing one's products inside and out – especially when they are complex. Nevertheless, without experience, training and a natural aptitude for selling, any sales person is more a "Teller, not a Seller."

That is to say, a salesrep today can be quite adept at providing correct technical answers for customers but can often lack the sales aptitude and education to do what they need to do - 'Close Deals'. In practice, now armed with the right solution, customers are free to shop it to other "Tellers" for price. The result? Dwindling margins, unhappy salespeople and high turnover... Huge Costs for the Corporation!

So what's the answer? In a word, "Coaching."

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At a time when companies outsource for strategic expertise like legal, accounting and payroll services, professional speakers / trainers / consultants – most of whom with decades of distinguished sales and marketing experience – are in demand to meet the need for coaching, mentoring and training

The sad reality is today's overworked executives and small business owners often find themselves engaged in a delicate balancing act between the needs of their inexperienced sales force and the demands of fundamental day-to-day business survival. Something inevitably has to give and it usually does. For this reason, outsourcing for needed coaching [not available in-house] makes so much sense.

Professional Coaches with `proven' experience work directly with companies and individuals to put `proven' programs into place expressly focused on sales/motivation and success-strategies integral to personal and corporate long-term goals in today's more Unique Value-Driven marketplace.

Successful companies know: Coaching programs work. Coaches drive greater sales and profitability.

Coaches are an Investment - Not a Cost. and, Coaches are far less expensive than the status quo.

Fact: Government sources purported the cost of recruiting, hiring, benefits/salary and training the average sales rep is approximately \$50,000.00. "No small investment for even a large corporation."

Fact: "Without proper training and attention, sales aren't made, reps move on and – the Investment Cost Doubles!"

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Paul Shearstone aka The `Pragmatic Persuasionist' is one of North America's foremost experts on Sales and Persuasion. An International Keynote Speaker, Author, Writer, Motivation, Corporate Ethics, / Time & Stress Management Specialist, Paul enlightens and challenges audiences as he informs, motivates and entertains. To comment on this article or to book the Pragmatic Persuasionist for your next successful event we invite to contact Paul Shearstone directly @ 416-728-5556 or 1-866-855-4590.

or

Science Fiction DVD

By David Evermon

The world of Science fiction is a vast one. Millions of fans enjoy their science fiction collection for many different reasons. For example, a science fiction DVD may have tremendous monetary value, sentimental value, or just the value of enjoyment. Whatever the reasons science fiction fans have raised the popularity of owning their own science fiction DVD.

One extremely popular reason of watching science fiction DVD's is that they can be watched over and

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over again. Some of your favorite television show episodes have now arrived on DVD, which means you can watch your favorite show as many times as you want to, commercial free. Furthermore, fans of science fiction take great pride in owning every science fiction DVD available in a certain category, movie, of a specific actor, or of a television series. They make for great bragging rights when you attend your next sci-fi convention.

What is great about a science fiction collection is that it can be steadily built, with very little monetary investment for the most part. Now do not get me wrong, some specific science fiction DVD may cost you quite a bit of cash. However, for the most part, you can build an extremely vast collection without much of a dent in your wallet. For example, if you are looking to build your science fiction collection or start one for the first time, you could consider looking online to find a cheap science fiction DVD.

There are many places you can look, for example, there are complete websites available to you on the internet that caters only to science fiction fans and movies. Furthermore, you can save even more money by visiting auction sites such as eBay or find a wholesale distributor to save money on a science fiction DVD. Some other places you may be able to save big money on your science fiction collection is in general merchandise stores such as Wal-Mart or K-Mart.

You do have the option of shopping at specialize movie stores; however, you should expect to pay a little more money at these places. You could also find a cheap science fiction DVD in a video rental store. It may be a previously viewed movie, but it will still be cheaper than buying elsewhere.

Many fans looking to buy a science fiction DVD, may not even watch the DVD at all. It may be a special part of their collection. After all, many things are worth more when still in the original packaging, in mint condition, and has never been opened or used. This gives the science fiction more trading and selling power. Trading a science fiction DVD is a popular activity in the collecting world. Perhaps one person has a real desire to have a DVD that is in your science fiction collection, while they may have something of equal value that you have been looking so hard for. This again, gives you trading power, especially if the science fiction DVD is in good to mint condition.

David Evermon has been involved in many environment related projects, writing on many subjects including his science fiction hobby, David writes articles at

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