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Why Sales Training Fails

By Nigel Thompson

Summary: Sales organisations of all types spend a huge amount on training their sales people

each year. Research shows, however, that most training has little impact in the long term. Here we look at what needs to be done to make sure training works – and the new generation of training approaches.

If you've ever wondered why your sales teams struggle to consistently achieve sales targets despite investment in sales training, development and management, you're not alone.

Despite their best efforts most organisations are failing to achieve their full potential from sales training due to four main reasons;

1. Most sales training has at best a short-term effect on performance because of a failure to consistently implement, apply and reinforce what is learnt.
2. Sales managers (often top sales achievers themselves) lack a proven methodology to be truly effective at getting top performance from their sales team.
3. Salespeople often find it difficult to maintain the correct balance between prospecting, presenting, negotiating, closing and client nurturing which can lead to sales 'feast and famine' and lost opportunities.
4. Sales leaders and managers find it hard to run sales meetings and sales training sessions that are relevant, motivational, and impactful for both highly experienced and inexperienced salespeople at the same time.

So how do sales leaders address these critical issues of skill and knowledge if 'traditional' sales training approaches simply can't offer the level of flexibility and interaction needed to embed learning? The answer lies in designing and providing a new generation of development toolkits which sales managers can use with their teams. These toolkits can give the manager total flexibility to address the specific development needs of his or her team based on the situation at the time. In addition, they

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should provide the opportunity for a high degree of team interaction as well as best practice learning materials which can be delivered in a fun, energetic and bite sized fashion.

Global oil giant, Shell, amongst others, is at the forefront of using such systems to empower their field sales managers using a new system called 'The Sales Activator®'. The creators of The Sales Activator® say it has been specifically designed to address the critical shortcomings of 'traditional' sales training. It's a self contained system which gives the sales manager the tools, framework and learning content to take charge of their sales team's development on an ongoing basis.

Commenting on Shell's experience of using The Sales Activator® to overcome the weaknesses of sales training, Elza Muller – Learning and Development Manager at Shell – says; "People learn without realising and get the added benefit of learning from additional input from delegates who have years of experience. It can be done as and when there is a team meeting – no extra resource is required. The coaching role can be shared across teams, within teams spreading the skill of coaching [and] the

business manager is present dealing with the system and context issues around training."

Nigel Thompson is Managing Consultant of Thompson Strategy Works (

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) sales training and sales performance improvement specialists

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Dog Training Tips

By Fayola Peters

Dog training requires simple persistence to be a successful and delightful experience for you and your dog. Here are 8 dog training tips to guide you along the way.

1. Dog Training Tips – Get your dog's attention

Before you can start training your dog you first need to get its attention. You can do this by talking to him and offering him a small treat.

2. Dog Training Tips – Use the correct dog training supplies

If you have a well behaved dog a six foot training lead and a regular buckle collar will do. However if you dog is uncontrollable you should use a training collar. For the right collar size measure the dogs' neck and add 2 inches.

3. Dog Training Tips – For safety in vehicles

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Before you introduce your dog to the inside of a moving vehicle you should teach him the 'down!' and 'stay!' commands. This ensures that he spends the ride on the floor of the vehicle.

4. Dog Training Tips – Elimination

When your dog got to go it got to go. To prevent your dog from getting busy on the carpet you should train him to eliminate on command.

5. Dog Training Tips – Praise

Always praise your dog when he learns a new command.

6. Dog Training Tips – Reprimand

Do not hit your dog! Any time your dog is engaging in bad behavior, use the opportunity to teach him the 'stop!' or 'no!' command. Using the 'stay!' command can also be effective in these situations.

7. Dog Training Tips – Play with your dog

This will help in building the bond between you and your dog.

8. Dog Training Tips – Do some dog training everyday

Don't rush dog training. Teach your dog one command at a time and don't move on until he gets it. A little dog training everyday is all that's needed.

Well that's it for my dog training tips. Enjoy training your dog and remember that it takes simple persistence.

Fayola Peters is the webmaster of

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(

<http://www.the-dog-training-guide.com>

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Do you want to be able to take your dog anywhere, and KNOW that he'll listen to you... even if tempted by another dog, a cat, or even a piece of food??? Then check out: "Secrets of a Professional Dog Trainer: An Insider's Guide To The Most Jealously Guarded Dog Training Secrets In History!" By Adam G. Katz, Owner of South Bay K-9 Academy and Dog Problems.com. For more information, go to:

<http://hop.clickbank.net/?petes2.agkatz>

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