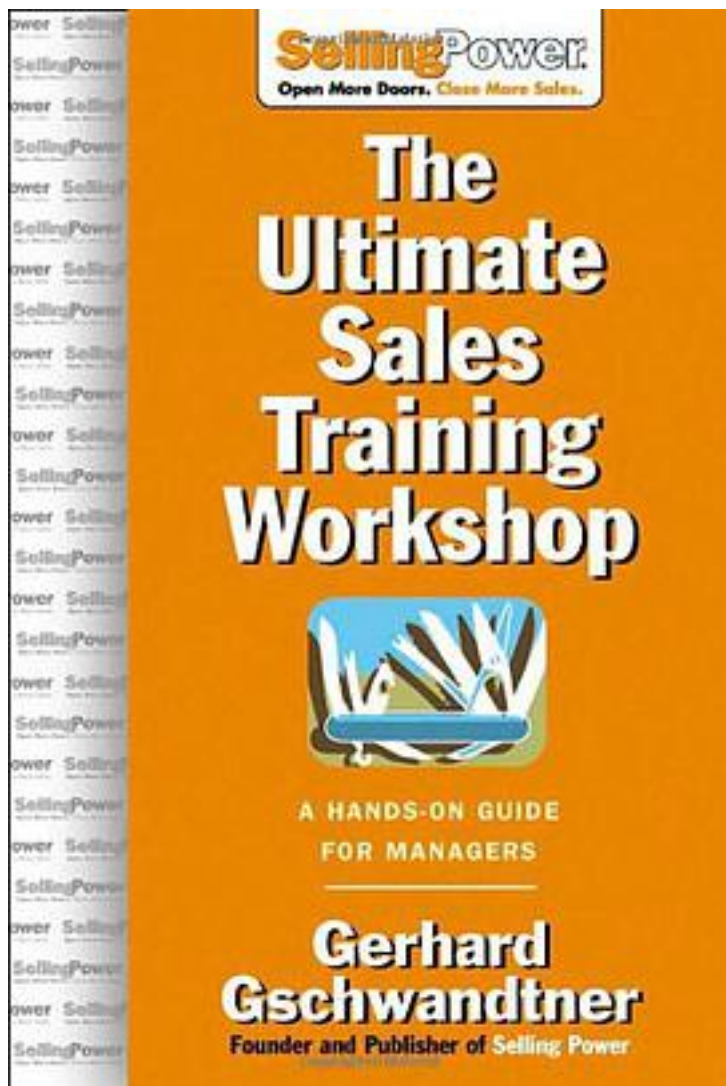


# The Ultimate Sales Training Workshop



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出版者:McGraw-Hill

出版时间:2006-10

装帧:HRD

isbn:9780071476034

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.

作者介绍:

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