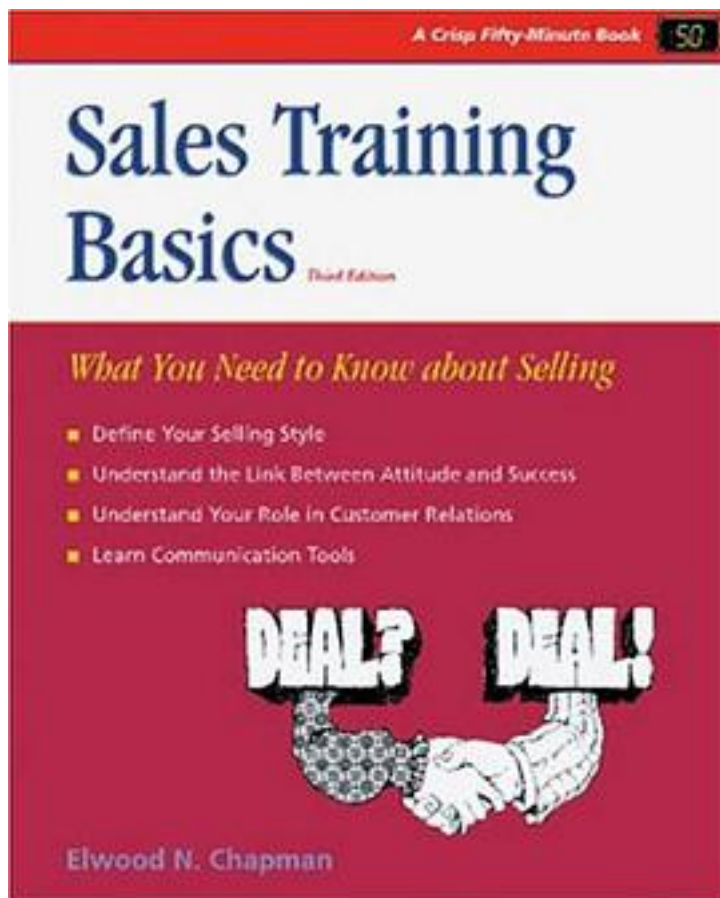


Sales Training Basics



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Sales professionals often complain that learning events do not pay off and take time away from the primary job of selling. If it can be sent in a memo, why go to training?

Sales Training Basics offers practical, field tested advice on how to build sales training programs that give these bottom-line focused professionals what they want most -more time in the field selling.

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