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## SALES TRAINING SOFTWARE MANUAL

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Tailored for seamless understanding, it offers a structured approach to train your salesforce effectively.

13 PAGES



# Sales Executive Training Manual

**John Cameron Aspley**



## **Sales Executive Training Manual:**

**Sales Training Advantage for Results** Gerard Assey, 2022-02-10 Sales Training Advantage for Results is a uniquely designed system to transform one into a STAR Sales Consultant by helping them discover the secrets that drive the top world's sales professionals. It is designed to help the individual or the team create the habits and lasting changes by enabling them replace current unacceptable patterns that are costing their company sales with new ones that will eventually help them achieve their sales goals faster and more consistently. As budgets continue to shrink and the competition continues to increase, mastering the sales process the professional way is a vital part of survival. People no longer buy a product or a service for its features; customers now want to know how that product or service will benefit them before they make a purchasing decision. To be successful in this environment, salespeople must be adept at both uncovering customer needs and demonstrating how they can fulfill those needs. Establishing value does not start with a prepared presentation but with a search for the customer's real needs. Customers care more about solving their problems and meeting their objectives than they do about the range of services the Sales Person and his company has to offer. Sales Training Advantage for Results will provide a very structured, formatted step-by-step approach to help win, keep customers for life. No gimmicks, no jargon, just emphasis on relationship building to enable you gain market advantage, get you results, a course on 100% building value, long-lasting partnerships with customers. A must for anyone in Sales, right from the front line to the CEO. Praises, Raves, Reviews: Gerard is an absolute STAR salesperson with huge doses of each of the attributes mentioned in this book. This amazingly structured book he has put together with his long years of experience both on field as a sales professional and as a coach, mentor for several sharp minds across the world, will bring out the best in you. If you have bought this book, let me assure you that it has all there is to learn about consultative selling. Just go get that sale! Radhika Shastri, Former Managing Director, RCI South Asia. Gerard Assey takes the sales person on a compelling journey in mastering the art of selling and salesmanship, a must read for anyone aspiring to become a successful business executive. Mike Selvarajah, International Business Executive, Associate Director, BELL CANADA. Sales people like to learn from sales people; it's also a fact that there is none better to enlighten you on systems of achieving sales than Gerard Assey. He is providing value to MRF through training our sales force for 10 years, and the results speak for themselves. This book would serve as a ready reckoner to achieve excellence in selling through adopting the systems described by Gerard V Chacko, Jacob, Assistant Manager, Learning Development, MRF Ltd. Gerard, once again, your book is brilliant. I especially value and recommend to all Sales Managers, Company Owners willing to improve their company performances, your straight forward and common sense approach towards Sales Management. Renaud Guttinger, General Manager, JCL LOGISTICS INDONESIA. *Sales Executives' Series*, American Management Association, 1924. *Training Manual for Business and Hospitality Students*, Maria Puljak, 2016-12-07. This training manual consists of the necessary information required to design and deliver training sessions successfully. The aim is to encourage

trainees in the workforce to have positive attitudes about learning training and education and how management can achieve market potential through implementing and measuring training programs This book describes how to assess each and every element of performance criteria and the facilities needed to achieve stated goals and objectives It also describes how to ensure that appropriate procedures practices and relevant documents are followed when dealing with customer orders to identify purchase orders and relevant strategies and provides all critical requirements when dealing with contractors and suppliers It also provides the necessary requirements needed when dealing with conflicting situation and teaches the trainees appropriate methodology and application required when planning and conducting assessment tasks within the hospitality industry      **Franchise Opportunities Handbook** ,1994 This is a directory of companies that grant franchises with detailed information for each listed franchise      **The Sales Manager's Handbook** John Cameron Aspley,1947

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