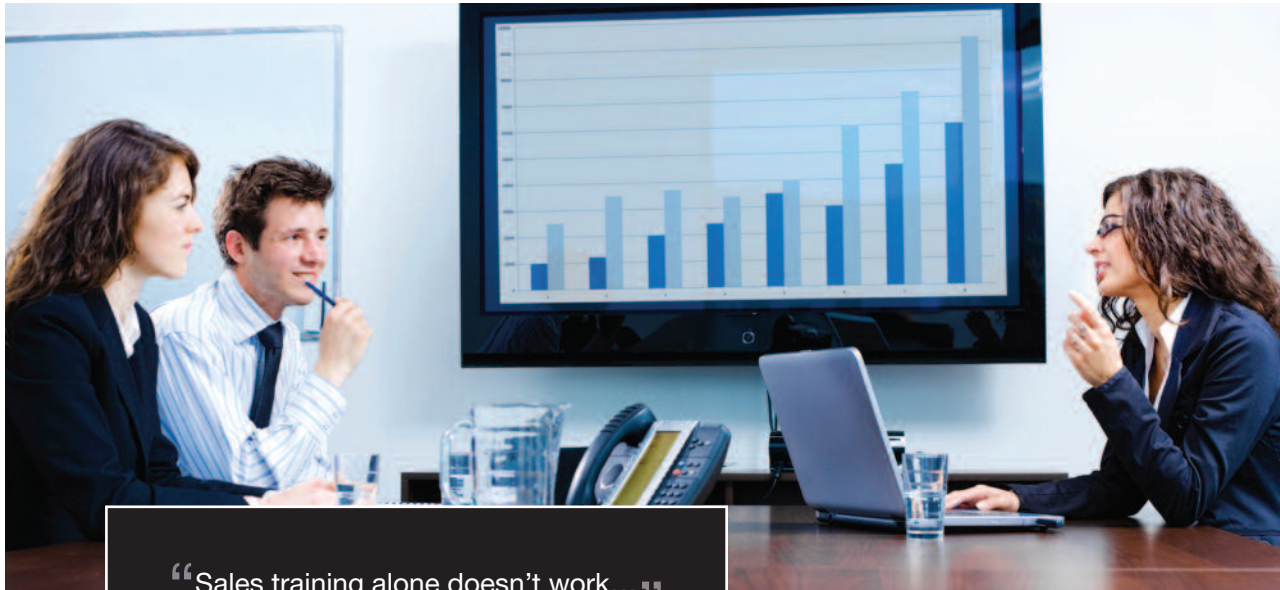


Sandler Sales and Management Training



“Sales training alone doesn’t work...”
– Dave Arch, President/Owner



selecting a sales consultant:

WHEN A COMPANY IS READY TO MOVE BEYOND the annual “sales training motivational workshop” and get serious about creating an efficiently productive sales culture, they know intuitively that it’s a big commitment both in terms of funding and time. If you’re ready to make such a commitment, here are some questions you’ll want to ask to ensure you’re investing your money and time wisely.

- 1 **WHEN WE CONSIDER SALES TRAINING, WHAT SHOULD WE BE ASKING OURSELVES?** Sales training alone doesn’t work! Make sure your consultant offers to help you determine whether your issues can be solved by training. Hiring practices, compensation plans, your sales managers’ skills and how you bring new hires on-board are some of the other areas that play key roles in the success of your sales efforts.
- 2 **WE’RE CONSIDERING A COUPLE OF DIFFERENT WORKSHOPS. HOW DO WE KNOW WHAT’S BEST FOR US?** Our experience shows us that the results from seminars and workshops don’t last. Choose a sales development consultant that offers on-going incremental reinforcement sessions with opportunities for practicing the skills needed to create true behavioral change in your sales people.
- 3 **HOW CAN WE COST EFFECTIVELY TRAIN A GEOGRAPHICALLY DISPERSED SALES TEAM?** Ask the consulting company if they provide a blended learning solution for both classroom training and online/teleconference training for all members of your sales team. While you’re at it, ask them if they have the same blended learning for the sales managers too. (See Point #5 for more on this.)
- 4 **WHAT ABOUT MEASURING THE RETURN ON OUR INVESTMENT?** Make sure that the consulting company holds themselves accountable to specific measurable objectives linked to the bottom line profitability of your company and has assessment mechanisms in place both to benchmark and chart the return on your investment. Ask for the results you wish to see in order to ensure a good fit.
- 5 **WHAT ROLE SHOULD MANAGEMENT PLAY IN THE TRAINING?** Include sales management early in the training consultant’s selection. Their skills in supporting their reps will directly impact the effectiveness of the training. Do inquire as to whether or not the sales consulting company supplies on-going training for the managers as to how best to support the sales training initiative.
- 6 **HOW CAN WE AVOID BEING LOCKED INTO A COMMITMENT THAT FAILS TO YIELD DESIRED RESULTS?** Since no business partnership can be a 100% guaranteed perfect fit, make sure there are “off-ramps” built into the agreement so that either party can declare a “no fit” at periodic stages of the agreement in contrast to a multi-year contract that is essentially “for better or worse.”

FACTS TO CONSIDER:

We work with companies and individuals who are struggling to maintain consistent sales results, frustrated with their managers’ ability to train, coach, and mentor their direct reports, and are discouraged with each rep doing their own thing (without a unified sales process.)

- Although locally owned, Sandler Sales and Management Training is part of a worldwide network of 200+ training centers throughout the United States and in eleven other countries.
- With both our sales and management training approved for college credit, funding for the training can sometimes be found at least in part within the tuition reimbursement monies of a company.
- We proudly serve First National Bank, The Maids International, Tenaska Marketing Ventures, and Tenaska Power Services as four of our clients.

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