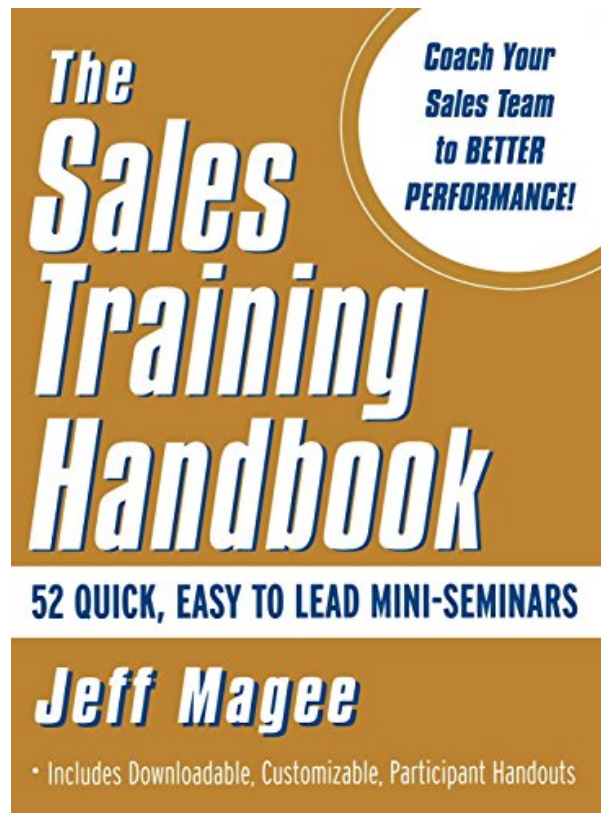


SALES TRAINING HANDBOOK BY JEFF MAGEE



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The Sales Training Handbook

**Coach Your
Sales Team
to BETTER
PERFORMANCE!**

52 QUICK, EASY TO LEAD MINI-SEMINARS

Jeff Magee

• Includes Downloadable, Customizable, Participant Handouts

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From the Back Cover

Includes downloadable, customizable handouts

A Time-and-Money Saving Program Designed to Turn Every Sales Manager Into a Skilled Sales Trainer

Experience may be a wonderful teacher...but it is only through ongoing sales training and coaching that most sales professionals will reach their full potential. The Sales Training Handbook filled with interactive exercises, participant handouts, coaching scripts, and more provides the educational and motivational tools you need to conduct performance-based training sessions with your sales force.

Designed to help busy sales managers quickly and easily introduce proven methods to their sales teams, this time-and-money saving coursebook:

- Covers all major aspects of selling and dealing with customers
- Focuses on selling skills for basic, intermediate, and advanced level sales professionals
- Provides sales managers and trainers with an effective, turnkey sales training curriculum

Developing training programs is often a full time job in itself, while hiring outside consultants can be costly, inconvenient, and worst of all ineffective. From beginner techniques through advanced strategies, let The Sales Training Handbook furnish you with the proven training materials you need to train your sales team yourself saving time and money while creating a controlled, effective, self-contained sales training program.

"It is critical that sales professionals and customer service representatives at the front line have the tools of their craft continually sharpened. The Sales Training Handbook allows your sales professionals to compete head-to-head with sales professionals that have had the luxury of attending a structured sales course for weeks and attain greater results. The 52 mini-seminars will give you the format necessary to guide and lead your team to success."

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By combining the best of today's innovative sales skills and technologies with strategies proven on the front lines, Jeff Magee has become one of today's most respected, in-demand sales trainers. Use each of the 52 no-nonsense, technique-filled mini-seminars in his results-based The Sales Training Handbook to noticeably improve your skills as a sales trainer and dramatically impact the confidence and success of your sales force.

About the Author

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