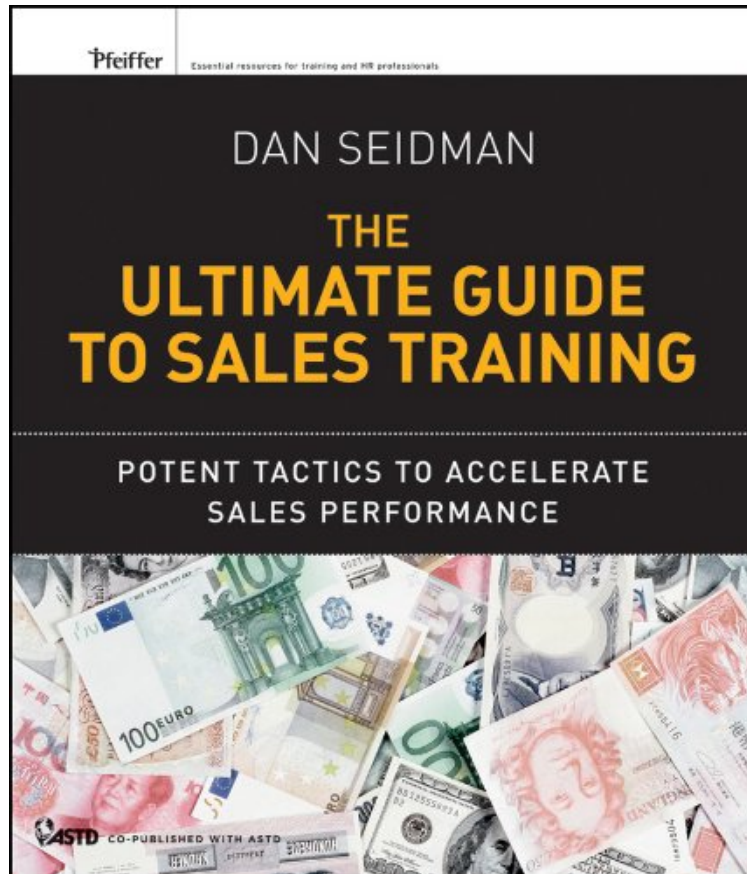


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The Ultimate Guide to Sales Training: Potent Tactics to Accelerate Sales Performance

Dan Seidman

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the author covers such hot topics as managing reps attitudes and how to close the sale. He also includes suggestions for overcoming buyer resistance and making change occur as well as getting beyond barriers that block decision-makers, and much, much more. Praise for The Ultimate Sales Training Handbook "This book should be on the desk of every sales manager and sales trainer. Dan Seidman created a treasure chest of ideas, concepts, skills-sets and motivation tools that are ready to be converted into cash." mdash;Gerhard Gschwandtner, founder and publisher, Selling Power Magazine "Sales professionals throughout the world will discover performance improvement through this training encyclopedia. Dan Seidman is helping make sales training a major strategic driver for all organizations." mdash;Tony Bingham, president and CEO, ASTD "Each chapter just might be the one piece that plugs the gap in your team's performance. Dan is truly earning the title Trainer to the World's Sales Trainers." mdash;Willis Turner, CAE CSE, president and CEO, of Sales Marketing Executives International

From the Back Cover"The Ultimate Guide to Sales Training" is the go-to reference for sales managers, sales trainers, sales coaches, and sales consultants who want to increase a sales force's productivity by using these proven techniques: Building Mental FlexibilityAnchoring Concepts for Easy RecallEncouraging Behavioral ChangeCovering a wide range of topics, "The Ultimate Guide to Sales Training" shows how to develop a selling system, prospect effectively, and qualify and disqualify prospects. The book also covers information on using power questioning techniques, handling objections, and includes solution selling guidelines and ideas for creating and delivering potent presentation practices. In addition, the author covers such hot topics as managing reps attitudes and how to close the sale. He also includes suggestions for overcoming buyer resistance and making change occur as well as getting beyond barriers that block decision-makers, and much, much more.Praise for The "Ultimate Sales Training Handbook""This book should be on the desk of every sales manager and sales trainer. Dan Seidman created a treasure chest of ideas, concepts, skills-sets and motivation tools that are ready to be converted into cash."--Gerhard Gschwandtner, founder and publisher, "Selling Power Magazine""Sales professionals throughout the world will discover performance improvement through this training encyclopedia. Dan Seidman is helping make sales training a major strategic driver for all organizations."--Tony Bingham, president and CEO, ASTD"Each chapter just might be the one piece that plugs the gap in your team's performance. Dan is truly earning the title Trainer to the World's Sales Trainers."--Willis Turner, CAE CSE, president and CEO, of Sales Marketing Executives InternationalAbout the AuthorDan Seidman of GOT INFLUENCE? has been speaking, training and consulting for more than twenty-five years. He has been named "One of the Top 12 Sales Coaches in America" and is the designer of ASTD's global sales training program.