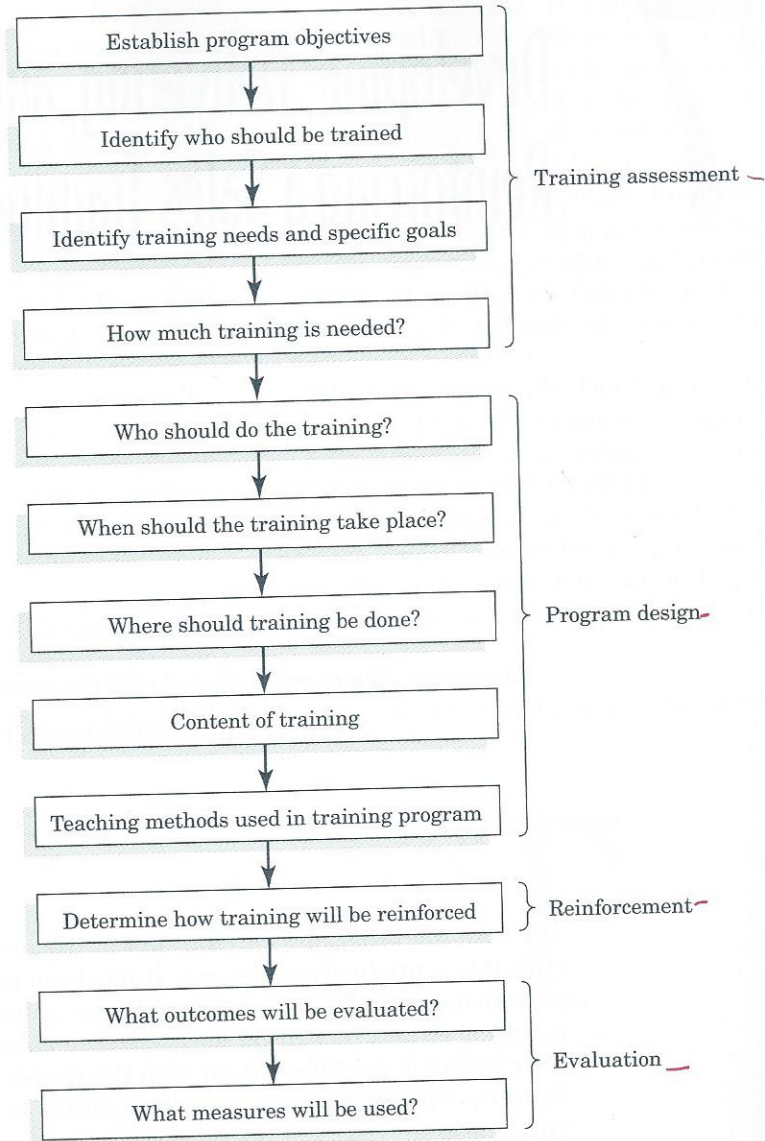


FIGURE 7-1

Phases of developing and conducting sales force training



The Value of Sales Training

As product life cycles have become shorter and relationships between companies and their customers have become more complex, training for salespeople has become more important than ever before. Most sales executives agree that training is a critical factor ensuring the salesperson's success. The salesperson's product knowledge, understanding of customer needs, and selling skills are directly related to the amount of training he or she receives. Research has shown that training leads to greater selling effectiveness, better customer relations, and improved organizational commitment and retention.²

Despite the relationship between sales training and sales productivity, studies report that only 30 percent of business firms provide sales training.³