



SELLING SKILLS

Selling skills training is unique to the organization's history, culture, and business practices. Selling skills, however, are not unique. There are thousands of selling skills resources within the training industry, finding the best resource to fit within your organizational culture can be a daunting task.

Most sales organizations have existing selling skills programs in place. If the market, industry, or field force has changed, reevaluating or adjusting existing selling skill programs might be in order.

Selling skill needs also change with the skill level of the learner. The selling skill program that is effective for new hires usually is not equally effective for tenured salespeople.

One of the most common training mistakes sales organizations make is underestimating the ongoing training needs of the sales force. Tenured sales people need to revisit selling skills frequently to remain competitive and fresh. The quality of selling skills and product knowledge will begin to decline after the first year if there is no structured training or sustainability plan.

Selling skills can range from basic to consultative. Determining which selling approach is best for the learning needs of specific groups is essential to developing a productive curriculum for sales organizations.

Selling skills are key technical competencies; ongoing sales training is vital to an organization's success. A structured approach to selling when linked with training and coaching provides consistency in messaging, productive customer interactions, and better business results.

- Do you have an existing selling skills program that needs to be reassessed? RightHands Resources will assess your current program and locate the appropriate resources to enhance or expand your training curriculum.
- Is your selling skills program linked to job competencies, coaching, and training? RightHands Resources will work with you to incorporate selling skills training and sustainability into key operational functions.
- Have you effectively incorporated selling skills training into the training curriculum for tenured salespeople and managers? RightHands Resources will work with you to deliver selling skills training that is designed to engage the interest and leverage the experience of tenured salespeople and managers.



- Do you need to train newly hired salespeople on selling fundamentals quickly and effectively? RightHands Resources will provide selling skills programs in a variety of learning modalities (i.e., e-learning, classroom based, blended learning).
- Are you looking for an industry resource to help enhance your selling efforts? RightHands Resources will assess your learning needs, locate the best resources within the training industry, and provide an analysis of the top three to five resources.

CONTACT RIGHTHANDS RESOURCES TO HELP
YOU MEET YOUR LEARNING OBJECTIVES.