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Perfecting Sales with Training *Expert in the basics*

As a sales development company, we often supply training as one of our services. In speaking with owners and managers about training for their sales personnel, the response is often, "We have experienced personnel. They've been selling for years. They don't need any training." My reply to that is fiddlesticks.

Each year Orel Hershiser shows up for training camp just like the rookies do. His knowledge base is greater, his skills more honed, but never would he call in and say he wasn't coming. Why? Because he understands that to keep the edge that makes him great, he benefits from perfecting basic skills, improving overall performance, and receiving coaching on his personal style.

Selling skills are maintained in the same manner. To keep the edge requires work on the basics: Work that can't be accomplished during actual selling. To keep that sharp edge in selling requires a salesperson to improve overall performance and receive expert coaching on personal style.



The top professionals in selling take time to place themselves in learning environments. I have not met an active professional in sales, or any other field, that is not seeking improvement. This is why those individuals make money comparable to the top professional athletes.

Training should be tailored for each skill level. Basic sales training will have more structure in its training approach, so that a full range of knowledge and skills can be introduced to the group. An experienced sales force should receive a combination of basic review, interactive workshop, case study, and focused work on any of several critical areas in sales (often depending on the market circumstances at the time).

The hidden agenda occurring in the minds of managers and owners not providing training for their sales staff is usually cost. They don't want to spend the money. For those individuals that are worried about costs, imagine how much money professional baseball teams would save if they didn't have training camps.

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