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## Getting the Most Out of Your Sales Training

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Sales Management

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No matter which industry you come from, or how small or large your company is, the need for consistent sales is essential to business survival. When it comes to business development, sales training is a key component for sales success. Here are four tips to help guide you to get the most out of your training.

- (1) **See training as an ongoing process:** There is always room for improvement when it comes to individuals' sales skills. Ongoing sales training will help your salespeople develop and improve their skills to help them become more effective in sales.
- (2) **Plan for sales optimization:** Sales skills training should be viewed as an investment in professional development. Give your salespeople the training and support necessary to be successful in sales.
- (3) **Monitor progress:** Track performance before and after implementing a new sales training program. Find out what works and what doesn't and make the appropriate changes to see the positive changes over time.
- (4) **Work with an outside company:** Does it make sense for you to spend your time learning when you can hire the expertise of a reputable sales consultant and training company? Focus on what you do best i.e. managing your company's overall marketing strategy to increase your company's bottom line and leave the specific sales strategies and skills training to the experts.

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### About the Author:

Eleanor Kwan, CSP, is the CEO and Founder of **ShapeYourVision®**. Her company provides expertise in the area of sales and service through strategy consulting and professional skills training to help companies increase revenues and client satisfaction. For more information, visit [www.ShapeYourVision.com](http://www.ShapeYourVision.com).