

Sales Training – What Exactly Is Sales Training?

At first glance, every businessperson is positive that they understand what the sale process is about and what sales training can do for their staff. After all sales training makes for better salespeople who in turn sell more product or services and increase revenues, correct? The answer may surprise you. This article will explore some of these myths and will seek to help you understand what is good sales training.

Sales Training Myth# 1 – Sales is a Process

No...selling is a mindset. Before your sales force even opens their door to leave their house in the morning, they should have a successful “selling” mindset already in place. You can bring in speakers, consultants and sales trainers who will show your staff all kinds of clever selling tips and techniques, but without the correct mindset, it’s been estimated that 80% of what they learn vanishes within a few weeks. Sales training is about getting the right mindset!

Sales Training Myth# 2 – Training Can Teach Anyone How to Sell

As a business executive, you can spend thousands, teaching your salespeople fancy sales techniques. But to be honest there are natural born sales talents out there. You won’t be able to turn “Bad Deal Johnny” into a “Fast Closer Fred” no matter how much sales training you give him.

All people have their own special and unique talents. Trying to change Johnny would be like you telling Tiger Woods, he should take up baseball because it’s more popular. Effective sales training develops people’s natural talents and uses them to create a better salesperson.

Sales Training Myth# 3 – Training Can Increase Sales of Products & Services

Sales people who try to sell more products and services usually aren’t as successful as you might think. Clients or customers don’t really buy your products or services: they buy pain relief and pain management. So the salesperson with the right mindset along with a good skill set can quickly determine where a customer’s “sore spot” happens to be and take the appropriate action to ease that specific pain.

Sales Training Myth# 4 – Training Doesn’t Work

A good many business owners have bought into this myth, mainly because traditional sales training does not work. But a sales training program that develops an individual’s innate talents, teaches them the proper mental mindset and how to develop customer awareness can be highly successful.

I urge to use the tips and information on sales training that you have learned in this article to go out and discover a sales training system that can help boost your business to the next level.