

Welcome to ASTD's Developing High Performance Sales Professionals Certificate Program

Course Overview and Objectives

This professional certificate program has been created to train Sales Trainers, Sales Managers, Sales Leaders, Sales Consultants, and Coaches in the essential principles, strategies and skills for designing, developing and delivering effective professional sales training and development programs.

Upon successfully completing this program, you will possess the knowledge and tools to:

- Design and develop sales training programs to meet the professional development needs of today's busy sales professionals.
- Select the best mix of training methods and modalities for delivering targeted training programs in the most effective, and cost effective, methods.
- Leverage the ASTD World-Class Sales Competency Model[®], and other resources, to help identify performance gaps that training can help close.
- Deliver professional sales training and development programs that employ training, coaching, and enabling technologies to help increase the effectiveness and performance of the sales teams you support.

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