

SALES TRAINING DRIVERS

WHAT'S NEW?

#1

NEW ASTD BRAND

ASTD launches “Sales Training Drivers” to help sales managers and other sales professionals lead stronger sales teams through learning and development.

#2

SALES WEBCASTS

Sales Training Drivers offers free instructional webcasts multiple times each month. Visit www.salestrainingdrivers.org for details.

#3

PUBLICATIONS

In anticipation of a game changing publication for the sales profession – *World Class Sales: New Selling Competencies*, Sales Training Drivers offers numerous titles that will help you make lucrative changes within your sales department today.

#4

CONTACTS

Sales Training Drivers can be found at www.salestrainingdrivers.org. Visit www.salestrainingdrivers.com for the latest blog postings. Or, go right to the source and contact Brian Lambert at blambert@astd.org. Brian is available to answer questions and to visit with you and your chapter for speaking engagements.

Critical Points You Need to Know and Share

How To Develop Sales Teams

The business environment is facing tumultuous times. More organizations are taking a comprehensive look at how sales training and sales team development can increase revenue. Business leaders responsible for accelerating sales team performance within their own organizations are now looking for more how-to resources and expert advice on how to reach their revenue goals. Today, these business leaders and sales training professionals have a new partner in their efforts to increase sales.

With more than 60 years of content and best practices in improving individual and organizational performance through learning, the American Society for Training & Development (ASTD) has launched a new brand called “Sales Training Drivers” to help sales training practitioners and managers improve the performance of their sales teams through learning. With how-to information and best practices, ASTD’s Sales Training Drivers content is designed to help sales training professionals get more out of their training investments by leveraging the research and competency model for the sales profession that is part of the ASTD World-Class Sales Competency Study, to be published in May 2009.

“Organizations are relying on their sales teams to increase customer satisfaction and drive revenue,” says Brian Lambert, Director of Sales Training Drivers for ASTD. “More organizations are leveraging competency-based approaches to sales training as business leaders and managers are turning to their learning and development professionals to align their selling efforts to meet customer needs and help the organization deliver results.”

While much sales training content is specifically designed to help sales team members improve their selling skills, product knowledge, technical skills, and administrative skills, very little information

Resources for you!

- ➔ Check out free content designed to help you develop and deliver better sales training to your organization at www.salestrainingdrivers.org.
- ➔ Find out how to help your sales teams through a competency-based sales training approach at www.salestrainingdrivers.org/worldclass.
- ➔ Share best practices by attending some of twelve Sales Training sessions at the ASTD International Conference & Exposition, June 2009, in Washington DC. Visit www.astd2009.org.
- ➔ Arrange for a speaker from ASTD national to speak to your chapter about developing high performing sales teams

exists to enable sales trainers, sales managers, sales coaches, and consultants to more effectively achieve results through a strategic approach to individual and team performance improvement.

“Sales Training Drivers is a one-stop source for sales professionals to help identify, prioritize, and implement learning solutions, as well as to diagnose organizational capacity for selling,” says Eric Kerkhoff, Commercial Manager, Hewlett-Packard Company.”

To find out more about Sales Training Drivers, visit www.salestrainingdrivers.org.