

**In this issue:**

- **To Train or Not to Train?**
- **Sales Tip of the Month**

For information about how The Benjamin Group can help you, check out our website at [www.benjamin-group.com](http://www.benjamin-group.com).

## Welcome to "Sales Sagacity"!



**To train or not to train ... isn't that a silly question?** Let's discuss it, this month in Sales Sagacity!

Make it a great month!

Ron Visocchi  
Managing Partner and Sales Sage

## To Train or Not to Train?



The answer is yes, but it's not that simple (*it never is*). **Would you want to fly with pilots that don't refresh their skills?** Refining and improving skills is an important part of any profession. **The real question is what type of training do you need and how can you insure that it will make a difference?**

Maybe you've missed this month's numbers; sales have been slow. You need to do something, right? (*and sales training can't hurt.*) Sure, but **sales training isn't a magic band-aid that covers all wounds.**

- If your sales people have horrible attitudes and aren't making the calls, investing in sales training doesn't address the real issue.
- If you have the wrong sales strategy, training will only help your sales force to execute the wrong tactics!

OK; you get the point. So, let's assume that you have the right people, product and strategy; what type of training should you consider?

- Invest in courses on **sales fundamentals**. There are always new techniques and opportunities to improve in areas such as prospecting, qualifying and closing. Sometimes, this can actually help to re-motivate sales people.
- New business activities can be limited by deep-rooted fears. There are sales trainers who deal with the **psychology of selling**; their courses break down these internal reservations and improve results.
- Sales territories can sometimes manage the sales person! **Territory management courses** can improve effectiveness and reduce travel costs.
- Selling to executives in Fortune 500 companies takes special skills. If this is your target, consider a program that teaches strategic **sales techniques to develop major accounts**.

Second, **reinforcement is the key** to effective sales training. In the 70's and 80's, Xerox sent me to their training center for 3 to 5 weeks of intensive sales instruction every year; but it didn't end there. Sales management constantly reinforced what I learned **at every account review, every sales meeting and during field travel in order to translate my knowledge into changed behavior.**

- Knowledge must be applied or it's of little value.
- It must be the focus of both individual and team reinforcement.

Finally, incorporate some element of training into every sales meeting. It can be about product updates, market trends, competitive information or pure, formal training. The main point is that **sales training should be an on-going process, not a one time event.** *It also goes to show you that some things from the 70's still work!*

## Sales Tip of the Month

As you might imagine, it is both my business and passion to follow the latest and greatest sales methodologies, which brings me to my sales tip of the month:

- A career sales professional should always be reading a book, attending a seminar or in some way continually advancing in their chosen profession.
- **Ultimately, professional development is a personal commitment!**

## About The Benjamin Group

The Benjamin Group is a management services company that achieves sales growth for its clients by developing and executing winning sales strategies and tactics.

The firm's mission is to partner with management to produce immediate and measurable business results through proven disciplines and experience.

The firm was founded because of a strong belief in the need for hands-on consulting that is results-oriented, practical, and consistent with the corporate culture and goals of the client.



## Share This Newsletter!

If you know someone who might be interested in this newsletter, **please forward!** Your privacy is important to us; we never rent, sell or share your name with anyone.

**THE  
BENJAMIN  
GROUP LLC**

P.O. Box 373  
North Reading, MA 01864  
(978) 276-0037  
(978) 231-0456 Fax  
[www.benjamin-group.com](http://www.benjamin-group.com)

This message was sent to «F5» by The Benjamin Group.

Visit our website to edit your preferences or **unsubscribe** by sending an e-mail to [subscriptions@benjamin-group.com](mailto:subscriptions@benjamin-group.com).

Copyright © 2004 The Benjamin Group LLC. All rights reserved (Please forward).