

Canadian Professional
Sales Association

Since 1874

THE SALES MANAGER'S GUIDE TO **SALES TRAINING**



PROPER SALES TRAINING PLAYS A KEY ROLE IN THEIR TEAM'S DEVELOPMENT

In the 21st century the sales industry has changed at a rapid clip. There's no denying that today's salespeople are full of innovation, determination, and versatility. They're good listeners, not smooth talkers. They want to use all of their resources to find the right solutions, not make ill-fitted sales. They value authentic connections and know how to [add value to their customer's experience](#). It's no wonder that some of the greatest and most diverse teams in the world are sales teams.

No matter how amusing the common stereotypes may be, what people think they know about sales probably doesn't ring true in 2016. The sales industry has come a long way, and it shows no sign of slowing down its progression any time soon.

Taking into account all of the above, you can imagine what huge shoes a sharp sales manager has to fill. Both rewarding and challenging, sales managers have the chance to

lead, inspire, and greatly influence their team's success. Through proper mentorship, motivation, and focus, [a sales manager can take their team](#) to the next level and ensure they exceed their goals.

It doesn't stop there. A good sales manager knows how proper sales training plays a key role in their team's development and success. In such a fast-paced and competitive industry, sales competencies need to be continuously nurtured and developed. There is no time for complacency. The old tricks of tomorrow will not work today. The best salespeople are those who perform consistently because they work in an environment where learning and growing is made a top priority.

If you're a sales manager looking to provide professional sales training for your team, we've put together a guide to get you started. Get ready to explore the many ways sales training can help you and your team thrive.

KNOWLEDGE IS POWER: BE LEARNING CONSTANTLY

Sure, your college or university days might be far behind you (and your sales team). But any great sales manager knows that [learning is an ongoing process](#). The sort of on-the-job education that takes place in a work environment that prioritizes constant development can be infinitely more valuable than any lesson learnt in an actual classroom.

Your salespeople should come in to work knowing that they will learn at least one new thing every day. Investing in sales training can make this a highly motivating reality. With new clients, new goals, and new demands in an ever-changing industry, how else will your team manage to respond confidently to customer inquiries and be confident problem solvers?

One-time training sessions, memorized scripts, and static selling instructions won't cut it. Professional sales training, on the other hand, will use knowledge to empower your team and create an atmosphere of constant learning. Sales managers can harness the power of sales training to ensure their team members go into every interaction thoroughly prepared, with all the most up-to-date resources.

Help your sales team make learning a priority through sales training and the results will speak for themselves.



ROUNDUP

- Cultivate a culture of learning through sales training
- Lead by example—make development an ongoing priority
- Challenge your team to learn at least one new thing every day



THE “BEST” IN BEST PRACTICES: GET ON THE SAME PAGE

Best practices are the “best” for a reason—but does your team know the specifics? As a sales manager, you want to provide knowledge that will empower your team. No one likes to blindly follow rules or procedures without knowing why (and you should be wary of those who do!).

You're likely dealing with a group of smart, inspiring, and diverse individuals who each have their own approach to training and development—and that's a good thing! It's something you can leverage. You want your sales team to be confident enough to ask productive questions, to think for themselves, and to contribute to the refinement of processes and procedures. But you also want everyone on the same page.

Sales training can help managers be more transparent about the purpose and importance of currently implemented best practices. Remember: communication is crucial. Best practices are great building blocks that provide your team

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**COMMUNICATION
IS CRUCIAL**
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with winning, repeatable selling techniques and behaviours—but only if they're clearly articulated and regularly enforced.

Professional sales training can remind everyone on your team of the resources they have at their disposal, while also encouraging sales people to take an empowered role in the researching and [expansion of current best practices](#).

ROUNDUP

- Sales training can help clearly articulate, define, and implement best practices
- Ensure your team is on the same page when it comes processes and procedures
- Empower your sales team to contribute, communicate, and leverage resources



EFFECTIVE SELLING: SUPER EFFECTIVE RESULTS

Let's get practical and a little more hands on. So your team is equipped with a set of successful, well-articulated best practices. They're thriving in an environment where development is a constant priority. Even with all the right resources, at the end of the day a sales person's main goal is still— you guessed it!—selling. As a sales manager, you want to set good examples and [lead your team toward their sales goals](#).

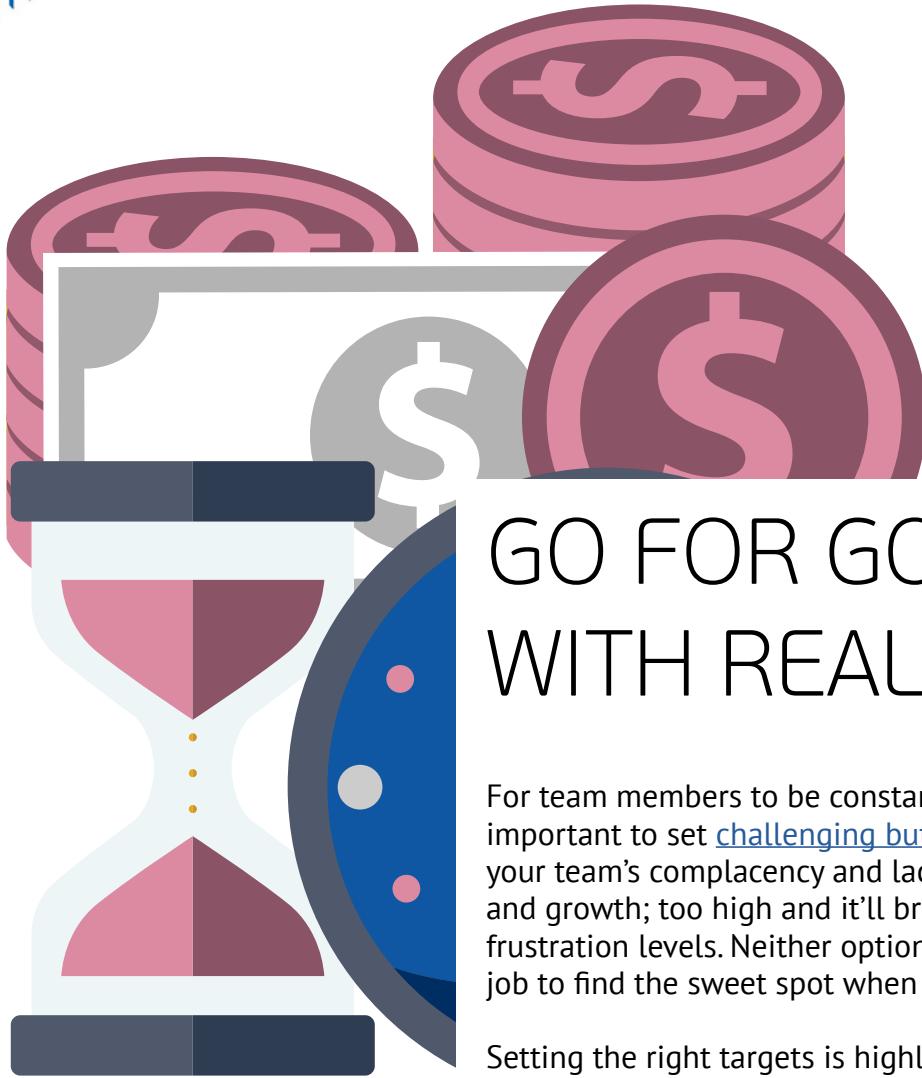
How can you help your sales crew become more effective and efficient? With sales training!

Sales training can majorly impact the potency of your team's selling techniques, while providing you with a new perspective on sales strategies that may not be jiving well with your team's specific dynamic. Do not waste any more time on a plan of action that will fall flat or yield mediocre results. Professional training can inject some life into tired strategies, and help add new tools to your toolkit that align more accurately with the way customers are buying right now—not yesterday.

Sometimes it's hard to analyze what's working and what's not from the inside. With added training and different perspective, it can be easier to make transitions, shift gears, and revitalize all steps in the sales process to ensure that your team is constantly outdoing themselves.

ROUNDUP

- Your team can both brush up on the fundamentals and learn new selling skills through sales training
- Gain new perspective on what's working—and what needs work



GO FOR GOLD... WITH REALISTIC GOALS

For team members to be constantly outdoing themselves, it's important to set [challenging but attainable goals](#). Too low and your team's complacency and lack of effort will hinder progress and growth; too high and it'll bring down morale while bringing up frustration levels. Neither option is good news. It's a sales manager's job to find the sweet spot when it comes to goals and quotas.

Setting the right targets is highly personal—what is attainable for one team might be slightly out of reach for another. Even for a highly attuned sales manager, the process can be difficult. Professional sales training can help you reach a deeper understanding of your sales goals, while providing guidance on how to properly [set them, track them, and attain them](#).

ROUNDUP

- Make sure to set attainable goals that are neither too basic or too far-flung
- Use sales training to help you set the bar high enough, track progress, and attain results

TAME TURNOVER: MORE SATISFIED SALESPEOPLE

There may be many interconnected reasons as to why your company is experiencing [high turnover rates](#), in the sales department in particular. A lot of them are tied to points we've already covered: a stagnant work environment, a lack of growth or development, an absence of up-to-date tools and resources, or unrealistic demands are all reasons for a salesperson to pack up and go off in search of greener pastures.

Having a high turnover rate is not inevitable. In fact, it's something that can and should be controlled—after all, turnover is expensive and time consuming. Thankfully, so many of the aforementioned issues are addressed through the implementation of sales training. Though they're important in their own right, sales training provides your team with so much more than just core skills. [Professional training can help inspire your salespeople](#) to constantly learn, improve, and grow. It can help empower salespeople to speak up, add their voice to the

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conversations, innovate, and become successful leaders in their own right.

And it can give a sales manager a much-needed shift in perspective. With new eyes, you can more easily identify what's working, what's not, and how to restructure your team for excellence—from the inside out.



THE BOTTOM LINE

- As a manager and leader you can't expect your team to hone their skills and continue to improve their results if they're not given the right tools
- Coaching and professional training can take your sales team to the next level

SALES TRAINING FROM THE PROFESSIONALS: **CPSA**

From coast to coast, The Canadian Professional Sales Association (CPSA) is Canada's sales community. CPSA provides professional salespeople with the tools, support, training, and resources they need to succeed.

Our 27,000+ members include senior executives, entrepreneurs, sales managers, sales representatives and sale agents. We help them reduce costs, increase efficiencies, develop

themselves and their teams, and reach new heights in sales.

CPSA members enjoy exclusive benefits and discounts, top-notch sales and professional training, powerful tools and resources, and an active cross-country community of sales professionals.

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