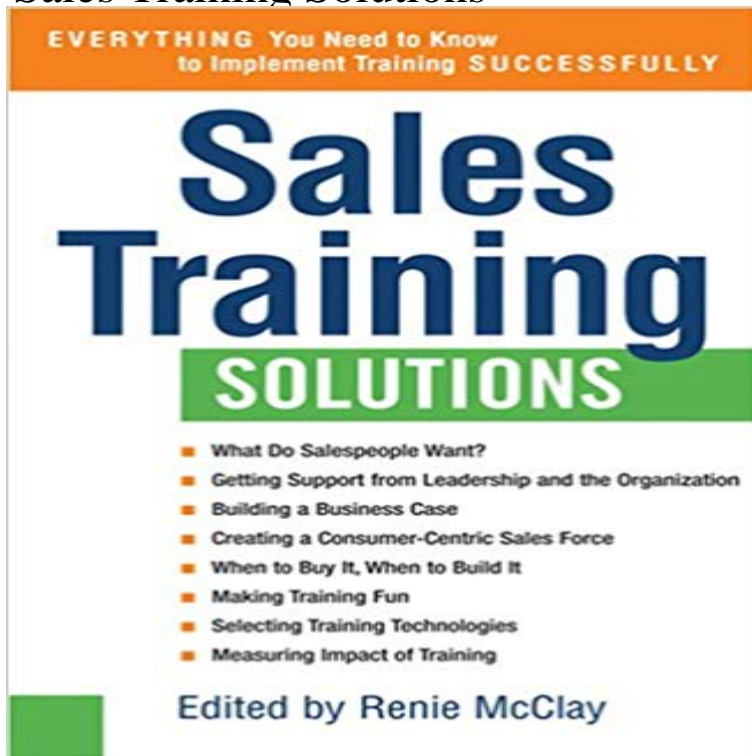


## Sales Training Solutions



What do Motorola, Kraft Foods, Kodak, Time, RR Donnelley have in common? They have winning sales forces that were trained or consulted by the contributors to Sales Training Solutions. Whether you're a new sales trainer or have been around the block and need a refresher course, veteran sales trainer Renie M. McClay has gathered the expertise of the most dynamic and sought-after sales trainers to help you learn what works, what doesn't, and what needs to be done to successfully integrate sales training initiatives. With a combined 125 years of training expertise with Fortune 500 companies and work in industries as varied as manufacturing, packaging, consumer goods, publishing, and technology, Sales Training Solutions is truly a one-stop source for new and innovative training initiatives. Many of the topics in Sales Training Solutions have not been written about anywhere else, including:

- \* What goes on behind closed door/show training really works in an organization\*
- \* How to get sales management involved in and supportive of training\*
- \* Strategies to create a customer-centric sales force\*
- \* Effective tactics to train nontechnical salespeople on technical topics\*
- \* How to measure sales training effectiveness and impact

Full of advice from some of the top names in sales training, there is no other book that delivers the experts like Sales Training Solutions. Whether you're looking for expertise from training leaders and training practitioners or insights from corporate professionals and solution providers, look no further than Sales Training Solutions. Contributors and topics include:

- \* Jim Graham, VP of Training and Development, RR Donnelley on getting leadership support\*
- \* Gary Summy, Global Director of Performance Development, Sales, and Marketing, Motorola on measuring the impact of sales training\*
- \* Renie McClay, Sales Training Utopia and former Sales Training Manager

of Kraft Foods on making sales training fun, interactive, and educational\* Don Sterkel, former Senior Director of Learning and Development, Time Warner on sales managers as key stakeholders\* Becky Stewart-Gross, President, Building Bridges on what salespeople want\* Susanne Conrad, Director of Organizational Effectiveness and Development, Dechert-Hampe & Company on creating a stellar customer-centric sales force\* William Magagna, Senior Instructional Designer, Dade Behring on developing strategies for sales training technology selection\* Luann Irwin, LAI Associates, former Manager of Training of Kodak on tech talkteaching technology to sales professionals\* Michael Rockelmann, Driving Results, formerly of United Airlines on building a training program and making an outsourcing decision\* Bob Rickert, Regional Sales Manager, Aarthun Performance Group on building a business case for sales training\* Diane M. Bowe, Director, Drake Resource Group on creating effective product training

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