

Sales Force Training

MBA IV Semester
Department of Business Administration

Concept of Sales Force Training

- Sales Force Training is the sequential process of guiding and giving application based learning to sales people in order to make them aware of rules, regulations, procedures and giving them knowledge them about products and services offered by the company .
- Sales Force Training prepares the sales people for the intended roles and jobs and improves their performance on the current job or prepare them for an intended job.

Objectives of Sales Force Training

- To increase sales performance and sales productivity .
- To increase the morale of sales force.
- To impart application based knowledge about product profile and services of company.
- To lower attrition rate.
- To improve customer relations
- To improve self management of sales people.
- To improve overall skills required for sales profile .

Design / Phases of Sales Force Training

The sequential phases of sales force training are as follows :

- Sales force training assessment
- Sales force training program design
- Sales force training reinforcement
- Sales force training evaluation

Sales Force Training Assessment

- Establish sales training objectives.
- Identify who/who all have to be trained.
- Identify training needs of sales people.
- How much and how long training is required for sales people .

Sales Training Program Design

- Who / Who all would be conducting the training for sales people.
- Where should the training be conducted for sales people .
- What all will be the contents of sales training.
- Which all methods would be used for conducting the training of sales people.

Contents of Sales Force Training

- Knowledge about company's vision, mission, rules, business principles and procedures .
- Knowledge about company product's, their usage patterns and services.
- Developing attitude towards selling profile.
- Knowledge about competitors and competitors products .
- Learning the selling skills
- Relationship management skills.

Contents of Sales Force Training

- Time management and crisis management skills.
- Team and cross team selling skills.
- Knowledge about legal aspects .
- Knowledge about environmental protection aspects.
- Requisite software usage and digital learning .

Tools/ Methods used for Sales Training

- Lectures
- Expert panel discussions
- Company/product related case based discussions
- Sales role plays
- Product and service related demonstrations
- Field based training
- On the job training
- Mentoring by superiors
- Digital/Web based learning.