

**Richard Gee**

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**From:** Sales Training Community [susan@salestrainingindustry.com]  
**Sent:** Friday, 20 June 2008 3:44 a.m.  
**To:** sales@geewiz.co.nz  
**Subject:** Is the Demise of Sales Training at Hand?



## Sales Insider

**SALES TRAINING**

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### **Strong and Simple Sales Views: The Demise of Sales Training as we Know It.**

As Sales Training evolves, we see the best practices of yesterday's methodologies fade and take a back seat to the newest sales training practices that provides measurable results. These practices become the norm and they eventually are replaced by the next sales training trend.

But what if we took all the best sales training practices, old and new and united them? Recently a white paper was submitted to me that discusses this concept. As presented by our featured white paper author, Conrad Elnes, a USS or Unified Selling Solution, is the utilization of all past and present methodologies to encompass a best of the best strategy that will give your sales organization an edge in this highly competitive market. I encourage you to read our featured article, "The Demise of Sales Training is at Hand", and learn more about the Unified Selling Solution concept.

As always, your comments and questions are welcome.

Kind Regards,

Susan Niemchak  
sn Niemchak@[trainingindustry.com](mailto:susan@trainingindustry.com)



**Featured Thought Leader:**

Mike Hendren



Michael Hendren, author of *Spiritual Capitalism* and *Sales Management Mastery*, embodies a remarkable success story. He grew up in abject poverty in the cotton fields of Atoka, Tennessee, a small country town of 113 people. He lived in a house with no electricity, running water, or



Conrad Elnes

"Sales training, as we know it, is on its deathbed. In search of higher revenues, greater gross margins, increased market share, higher closing ratios and improved customer retention, companies have spent billions of dollars for sales and customer service training, often without

achieving a satisfactory, long-term return on their investment."

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indoor plumbing and began working in the cotton fields at age seven. He was severely abused during his childhood which included hundreds of beatings with different instruments, sometimes within a breath of his life.

Yet he became the billion-dollar brain behind Ascend Communications, a small company that grew wildly under his maverick leadership. While Ascend's CEO guided product development, Hendren served as the company's motivational master, field operations architect, and sales leader. As Executive Vice President for World-Wide Field Operations, he made millions leading an organization that created the fastest growing company in the history of American business. Against giant competitors, Ascend grew in sales from \$12 million to over \$1.6 billion in only six years, went from 30 employees to 3,000, was highly profitable, and created a market value of \$24 billion. After the company was sold to Lucent Technologies, he retired to become a full-time Dad, study world theologies, and write about his unique life and professional experience. Spiritual Capitalism is his successful business road map.

[Click here to Learn More About Mike](#)

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