

Richard Gee

From: Sales Training Community [susan@salestrainingindustry.com]
Sent: Thursday, 12 June 2008 7:25 a.m.
To: sales@geewiz.co.nz
Subject: You May Have Forgotten Half of Your Sales Force



Intelligence Center Update

SALES TRAINING

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[Strong and Simple Sales Views: Pre-Sales](#)



Susan Niemchak

I must confess, before a recent conversation with the CTO of SalesEngineering.com, I would have said pre-sales = business development. The picture Phil Janus painted was very different.

Known to me as the IT department, the Men and Women you call when anything from your computer screen turning green to locking yourself out of your office, I never really thought of them as part of the sales process. Yet, when looking back, they were involved every time a presentation was given. What I remember about their interfacing with clients, for the most part, is this: When the projector came on, the IT manager came in. With knowledge and in a language I was unfamiliar with, he whipped through each of the software capabilities without hesitation and answered as many questions as my client threw at him with confidence. As the last question was asked and answered, out he ran, leaving me to pick up where he left off hoping against hope no more technology questions would be asked.

There were endless hours of sales training programs the IT department sat through, obviously ignored to tears. Knowing what I know about sales professionals and the way they learn, that must have been just this side of unbearable. Thank Goodness I was never asked to sit through IT training!

So when Phil Janus presented the idea of bringing the IT department's wealth of information into the sales process from beginning to end, it made perfect sense to me. A training program that is geared to the way IT people learn and fills their knowledge gaps as far as the sales process is concerned, could certainly be beneficial to all concerned.

This edition's featured article, "The Business Impact of Specialized Pre-Sales Training" may help you tap into a resource previously undiscovered. Enjoy, and as always, I welcome your comments and thoughts.

Kind regards,

Susan Niemchak
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Kind Regards,

Susan Niemchak

Kind Regards,

Susan



[The Presidential Campaign Shortlist](#)

By: LaVon Koerner



[Don't Take it all so Seriously](#)

By: Michael Hendren

Featured Thought Leader



Linda's book "Perfect Selling" will be out in a few short weeks, we thought this would be a good time for Linda to be our featured thought Leader.

Linda Richardson

If you would like to receive a copy of Linda's book for the special pre-order price of \$13.75, [click here](#).

Linda Richardson, the founder of Richardson, is a recognized leader in the sales training industry. An educational psychologist and consultant, Linda brings twenty-eight years of sales consulting and training experience to Richardson. Linda now serves as Chairman and Curriculum and Sales Strategist.

Linda, a thought leader in the sales training industry, is credited with the movement to Consultative Selling, which is the cornerstone of Richardson's methodology.

Linda is the author of nine books, available in over 15 languages, on selling and sales management, including her most recent works, *The Sales Success Handbook - 20 Lessons to*

The Business Impact of Specialized Pre-Sales Training

By: Phil Janus

For companies that provide complex solutions, pre-sales personnel provide critical technical expertise in convincing prospective customers to choose our solutions. In hi-tech, chemicals, materials, manufacturing systems, pharmaceuticals, medical devices, financial services, and other industries -- they go by lots of job titles, but they are all critical to acquiring the solution decision. For this article, we will call them Sales Engineers (SEs).

The Forgotten Half of the Sales Force

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Three Hot Trends in Recruiting and Retaining Sales Talent

From Miller Heiman

Searching for sales talent is not only as tedious and timely as always, but there are more considerations to take into account in the hiring process today than there were ten years ago. For example, baby boomers are nearing retirement and Generation Y workers are due to enter the labor market in full force. Attracting, retaining and managing a multi-generational staff with widely different attitudes and values can be a big challenge. Yet, Miller Heiman's 2007 Sales Best Practices Study found that 63 percent of sales organizations do not have an effective process for hiring qualified sales professionals.

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The Key to Sustained Superior Sales Performance: Execution and Helping Clients Succeed

From the Sales Performance Group, a Division of Franklin Covey

Today's business environment is more competitive than ever. Companies are spending a significant amount of time and money in an effort to differentiate themselves from their competition and win more business.

[Click here to read article](#)

Open and Close Sales Now, Sales Coaching - Making the Great Leap from Sales Manager to Sales Coach, and Stop Telling, Start Selling.

She teaches sales and management courses at the Wharton Graduate School of the University of Pennsylvania and the Wharton Executive Development Center. She is a frequent speaker at industry and client conferences and has participated in events hosted by AIG, Chubb, Dean Witter, Goldman Sachs, National Association of Women Business Owners, Pitney Bowes, and Wharton.

With a background in education, psychology, and business, Linda began her career in the sales training industry in 1979 as a consultant. She was a manager of a global human resource firm. She has been published extensively in industry and training journals and has been featured in numerous publications, including *The Wall Street Journal*, *Forbes*, *Nation's Business*, *Selling*, *Selling Power*, *Success*, *The Conference Board Magazine*, and *The Philadelphia Inquirer*.

Linda currently serves on the Mayor's Council for the Arts for the City of Philadelphia, and is a Director of the Pennsylvania Academy of the Fine Arts. She served on the United States Small Business Administration President's Council from 1991 to 1993.

Linda received a Master of Science degree in educational psychology from Temple University.

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