



Sales Training: A Guide to Developing Effective Salespeople (Mcgraw Hill Training Series)

Frank S. Salisbury

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Looks at the "why" of sales training as well as the "how-to". Covering all aspects of this type of training, this book examines the basic concepts, the methods employed and evaluation of the techniques themselves. The book offers advice and practical suggestions and explores the internal environment of an organization and the ways in which trainers can bring effective programmes into being through use of case-studies, examples and usable tools.

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