

# Sales Trainer *Quarterback*<sup>™</sup>

- ✓ Part-time outsourced training partner
- ✓ More than just sales training workshops
- ✓ Affordable, effective and flexible

Outsourced Part-time  
Sales Training Partner



**SALES TRAINING EXPERTS<sup>™</sup>**

CONSULTING, COACHING & TRAINING

# SALES TRAINER Quarterback

## Is this the right program for my team?

### Business Benefits:

- ◆ Quickly add sales trainer capacity
- ◆ Leverage & scale best training practices quickly
- ◆ Build & implement a proven training plan
- ◆ Easy access to tools & training to scale quickly
- ◆ Train for sales results and measure success

### Targeted Training Department Capacity Gaps:

- ◆ Training and skill gap audit to benchmark the team
- ◆ Defined annual sales training project plan
- ◆ Alignment of product, process and sales training
- ◆ Individual and team sales training plans
- ◆ Identify, match, deliver and measure training

As a sales leader, HR professional, or business owner you recognize the value of selling skills. Finding the right sales training programs for your team has 3 major challenges.

**Challenge 1:** Public programs train sales concepts that don't easily transfer into on-the-job selling skills with your specific products.

**Challenge 2:** Offsite sales training workshops only provide short-term solutions to a long-term and ongoing sales training requirement. Both sales and selling skills require continuous improvement.

**Challenge 3:** Good sales reps are hard to find and expensive to recruit. You know every successful team has a long term training plan for their star players.

As your Sales Trainer Quarterback, I offer you the highest return on your training investment. I will partner with you and your team to drive sales results. We will build a sales training project plan that will include sales training programs specific to your products. Together, we will create an ongoing monthly training schedule built on your team's specific training requirements. Most importantly, I'll be your team's sales training manager. I'll build confidence with rookies, develop skills in star players and let everyone know that you and I are here to help them succeed.

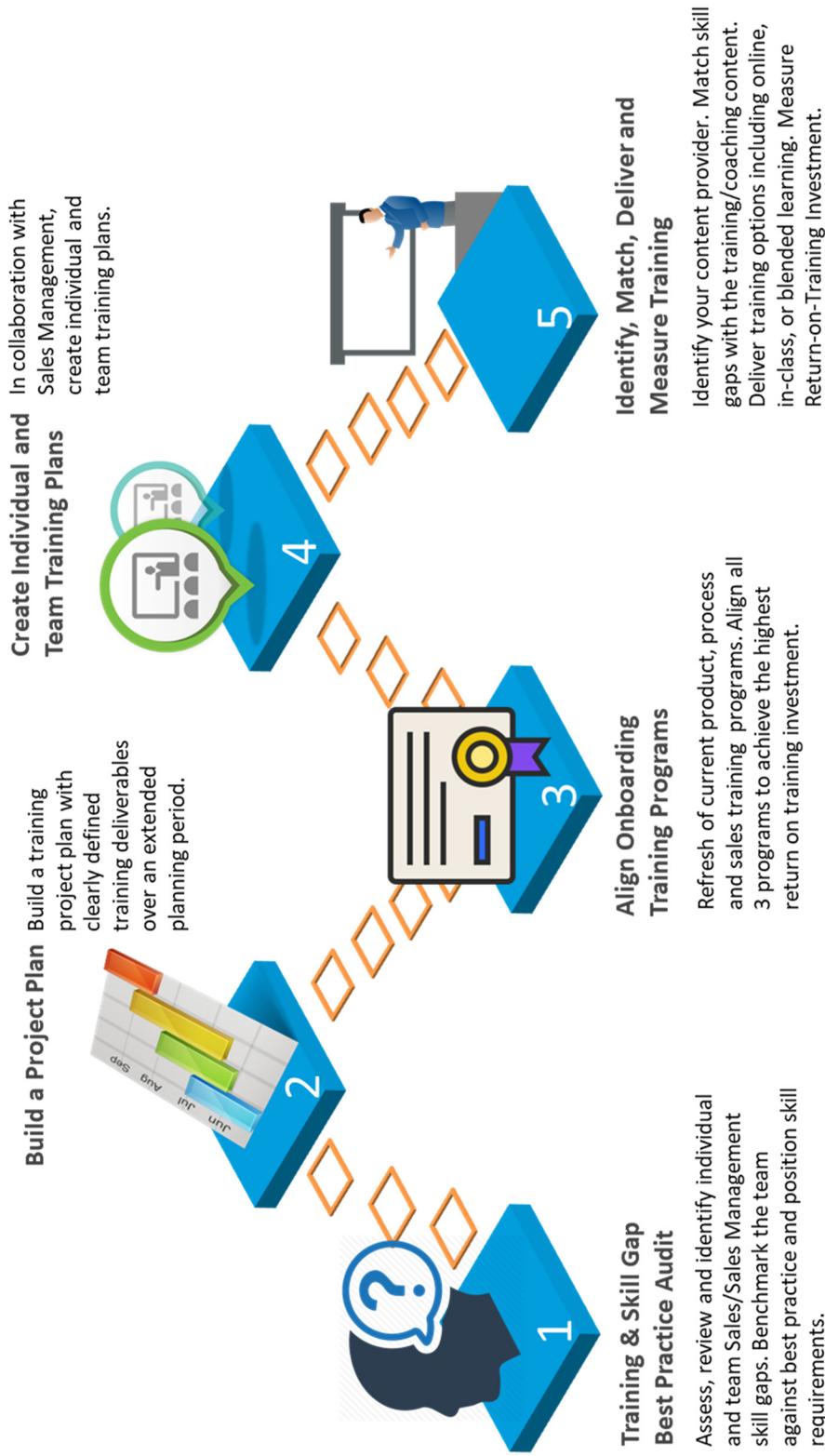
### Program Administration

- ◆ Program delivered on 6 month agreements.
- ◆ Pricing varies depending on client requirements.
- ◆ Highly qualified sales quarterbacks.
- ◆ Flexible weekly schedules.
- ◆ All materials to deliver the program included.
- ◆ Company certifications provided at the end of each step.

### Who Should Consider this Program?

Sales Leaders  
VP of Sales  
HR Professionals  
Business Owners  
Training Directors or VP's  
Head of Sales

# How it Works



Watch the Explainer Video

<https://www.salestrainingexperts.ca/sales-training-quarterback>

# Level 1-5 Playbook Sales Certification Program

Our 'Sales Trainer Quarterback' Program is designed to build best in-class sales training and encourage company change both during the program and after. Our Level certifications are earned by the company after completing each of the 5 steps along the Sales Training Improvement Path. Each step brings the company closer to improved sales performance and represents a significant milestone in business growth. The Sales Trainer Quarterback will work closely with the Owner, President or assigned Sales Leader to ensure all certifications have been achieved as part of the program.

## A few of our valued clients...



## \*2018 Participant Approval Ratings:

- 86%** Participant class ratings
- 96%** Content delivered matched management expectations
- 100%** Delivered on time and on budget

\*Average based on all post course surveys by participants and managers.  
\*Statistics include all participant surveys completed Jan-Dec 2018  
\*Participant survey completion rate of 98%



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