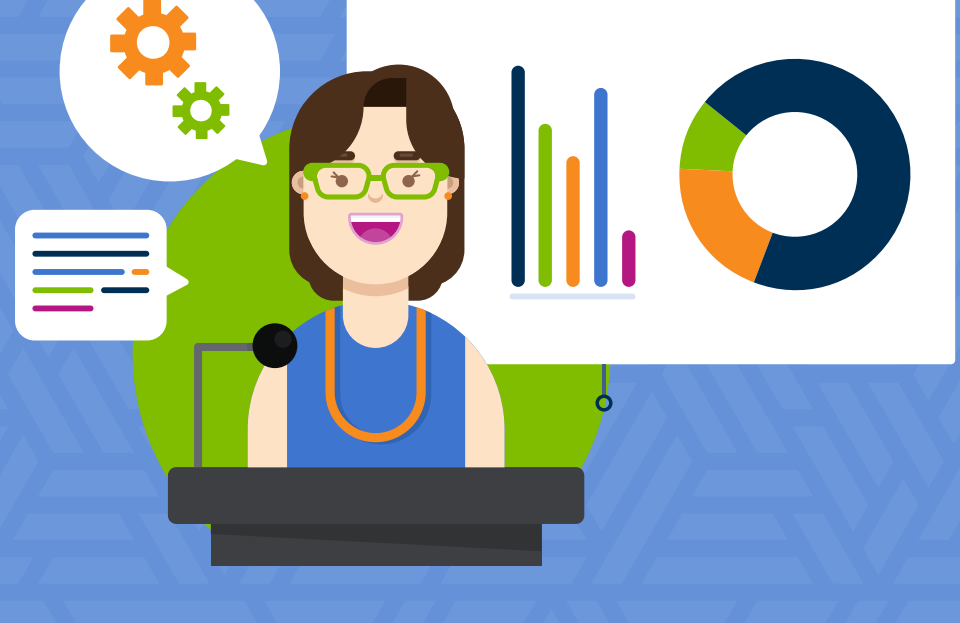


How To: Train Your Sales Team to Maximize Success

Your sales team is essential to the success of your company. Equip them with the information that they need with a holistic training and development program that encourages continual learning and professional improvement. EBSCO has outlined steps necessary to create a program that will help your sales representatives improve and thrive in their roles.



Onboard New Hires

Ensure that new hires are equipped for success by requiring that they complete an intensive onboarding program

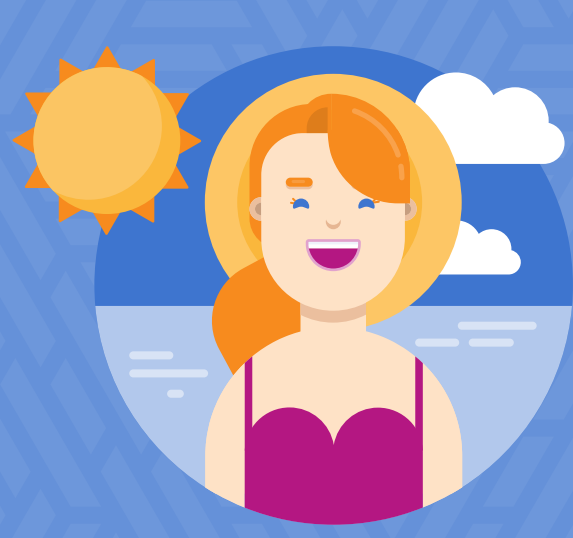
- Divide your training program into different areas so that new hires can understand all facets of their roles, focusing on the product, the customers, the technology and necessary soft skills
- If possible, create different levels of training contingent upon the experience of new hires
- Reinforce important concepts with follow-up materials, such as the videos, book summaries and articles that can be found in EBSCO's *Accel5*®



Utilize Existing Resources

Employ the help of your most valuable resource – your employees

- Meet with your department supervisors and ask them to identify their top sales performers, as well as their lowest performers
- Request that top performers serve as “team mentors” to provide personalized coaching for employees who need extra assistance
- Require that new or struggling sales representatives “shadow” their successful counterparts – have them monitor calls or tag along for on-site visits
- Follow-up with mentors and mentees – ask them to complete surveys or participate in one-on-one meetings that will help to grow and improve the program



Provide Incentives to Succeed

Encourage success with incentives that will drive your sales teams

- Ensure that your sales goals are ambitious, but not impossible
- Provide both individual and team incentives – you want your environment to be competitive, but you do not want to discourage teamwork
- Pick incentives that will motivate your staff and align with their monetary contribution to the company
- Come up with personalized rewards that will make employees feel valued; while many would prefer a cash bonus, others might choose extra vacation time
- Find small ways to reward your entire salesforce throughout the year, especially those who have volunteered as mentors



Create Opportunities for Ongoing Development

Enable your salesforce to develop their skills over time with ongoing learning opportunities

- Host lunch-and-learn meetings where sales staff can get together and share their tips for success
- When possible, send sales teams to conferences that will cover topics that are critical to their roles or their market
- Invest in technology that provides access to quick and actionable lessons, such as the microlearning tool *Accel5* that helps employees develop critical soft skills

accel5™

Training and developing your sales staff is critical if you want to see an increase in sales and revenue. Supplement your program with EBSCO Corporate Solutions' *Accel5*. With *Accel5*, your sales staff will have access to business book summaries, videos and articles covering all essential sales competencies including communication, listening, negotiation, networking, relationship building, presenting, and many more. Request a free trial of *Accel5* to learn more.

[Request Free Trial](#)