

Efficient promotion training boosts Christmas sales

Contributed by absolutebailbonds
Thursday, 29 November 2007

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In this article we will explore a few key points of sales training you can use to boost your sales during this hot shopping season by training your sales team to think strategically. That will make selling in Christmas in a science-like way.

To give efficient promotion training courses to the salesmen guarantees more much sales success. Then what is efficient training?

Things about training content creation

First, does the training content fall into page turner category?

Encourage the trainer or the content producer to avoid page-turner' content where the material is basically pages of a book replicated as Web pages, with interaction being limited to `turning the page'. It bores your trainers and reduces the efficiency of training.

Instead, give dynamic, practical, how-to instruction and real life showcases. Some good things are that you can use images, screenshots, narration, sounds, video content to build interactive, engaged training.

Second, how quickly and easily can content be created and maintained?

Take the cost of time and financial investment for the content development process into consideration. In any project, these are the most important factors.

You need to provide the trainers with the right tool that builds content quickly and easily. No a learning curve, no technical expertise required.

Simulation to stimulate : Screencasting and Demos

If your goal is to facilitate learning rather than just provide performance support, your content must contain interactions that help learners achieve a desired level of mastery, and then recall and apply skills on the sales job. In other words If your training doesn't impact your learners' performance (what they "do"), then your development efforts, and your learners' time will be wasted.

Therefore it is important to add simulation material to make live information delivery.

Screencating content and live demos help your salesmen better understand what the trainer talks to them.

Measurement of the learning progress

Important to any trainer that makes an investment on training is measurement. Benchmarking current levels of performance, setting reasonable goals and objectives based upon a careful assessment of the situation, and measuring progress against those goals is a necessary.

When progress is at or above plan, the sales team is encouraged, motivated, and continue to perform and excel. If expectations are not being met, the opportunity exists for immediate problem diagnosis and adjustment, assuring that the initiative will get back on track and provide the return on investment expected.

Quizzing, assessments or surveys are very popular and effective for measuring.

For example, you can create a quiz to measuring your trainees' aptitude for professional selling.

Here is a quiz for measuring training efficiency and you can click to view the questions.

<http://www.sameshow.com/samples/sales-quiz/sales-quiz..html>

Example: Sales Training Course

You can click to screenshot below to view the details.

<http://www.sameshow.com/samples/sales-aptitude/sales-aptitude.html>