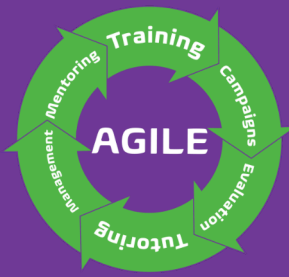


SALES SUPPORT

**INFIELD TRAINING**





# SALES TRAINING

Often today Sales Training is carried out in two ways, directly with the line manager or through expensive seminars and workshops, while some training is better than nothing both these options can have flaws.

Direct Training with The Line Manager, would be my preferred option of the two as it can cater more towards the direct needs of the individual. However you are relying on the Manager having the required skill set to train, the time to do so effectively and the risk of confrontation between the Manager & Sales person if not carried out as intended.

Seminars and Workshops can appear good value as you can cover a whole team, can be fun and gives you the ability to bring the team together. However they are heavily reliant on you choosing the right trainer that will engage your team over a short period, you are taking your team out of the field and often the training is immediately forgotten with in weeks or even days.

# INFIELD TRAINING

**Infield Training brings together the best of both scenarios.**

- It is targeted to the individuals needs as evaluated whilst infield
- The benefits can be shown directly to the trainee whilst remaining infield in their role which means the learning is retained
- Reduced confrontation risk with line manager
- Allows line manager to focus on other priorities
- Meets company obligations of upskilling & development
- Exposes team members to ideas outside their own business

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