

## Training New Sales People

Training new salespeople can be a challenge, but it is an important investment for the success of your business.

Here are some steps you can follow to effectively train new salespeople:

1. Start with the basics: Make sure new salespeople have a thorough understanding of your products or services, as well as your company's mission, values, and policies.
2. Emphasize the importance of customer service: Train new salespeople on how to effectively communicate with and serve customers, including how to handle difficult situations.
3. Teach effective sales techniques: Help new salespeople understand the sales process, including how to identify and qualify leads, make presentations, and close deals.
4. Provide ongoing support and coaching: Ongoing coaching and support can help new salespeople build confidence and improve their skills over time.
5. Give new salespeople the opportunity to practice and apply what they have learned: Role-playing and mock sales calls can be helpful in giving new salespeople the opportunity to practice their skills and receive feedback.

It is important to be patient and provide ongoing support as new salespeople learn and develop their skills. With the right training and support, they can become valuable members of your sales team.

Idea Sheets provide quick and actionable suggestions to drive more referrals and sales. Visit [www.referralsafe.com/asktra](http://www.referralsafe.com/asktra) frequently for new additions.