

## **Sales Training on a Shoestring**

### **Using Technology to Economically Train Sales People**

LAS VEGAS, NV - July 4, 2007 - They're driven. They're determined. They strive for success and money. Who are they?

They are today's sales professionals. And they want to succeed in their field more than anything else.

Today's sales professionals need to know how to sell in a new economy where their prospects may know more about their markets, industries, competitors and even products than the sale person himself. So how does a sales person succeed in today's informed and fast-paced economy? The answer is to keep abreast of the selling skills that will help them bring unique value to the sales situation.

In a sales economy where up to 62% of sales people don't go for the close, how is a sales person supposed to succeed? First, they need to use a sales process that helps them manage the steps in a sales cycle in the right order. Second, they need to learn, or re-learn, basic selling skills. These skills include how to cold call, qualify prospects, ask the right questions, listen, handle objections, negotiate, close and retain customers.

The problem lies with finding the time to learn these skills, or at least get a refresher course in skills that were learned long ago and since forgotten. PEAK Sales Consulting now offers inexpensive, on-line sales training that helps new and experienced sales professionals learn basic skills such as cold calling, listening skills, qualifying, value-added selling, handling objections, negotiating, closing, and more.

Called "Sales Snippets", which range from 10 to 20 minutes each, these on-line training modules are Internet-based sessions that allow a sales person to get quick, concise training sessions on various selling skills. All ten Sales Snippets cost only \$29.95. "Our Sales Snippets are derived and summarized from our full sales training courses. They are brief training sessions for both new sales people for getting up to speed on basic selling skills as well as veteran sales reps to review sales techniques that have long been forgotten and to learn new skills required in today's economy," said Russ Lombardo, President/Founder of PEAK Sales Consulting, LLC and instructor on the Sales Snippets programs. "For a small investment in time and money, a sales professional can learn some of the basic selling skills needed to beat their competitors and win more sales," said Lombardo. "All they need to do is close one sale and that will justify the small investment in our Sales Snippets," added Lombardo.

Sales Snippets can be accessed by going to  
[http://www.PeakSalesConsulting.com/Sales\\_Snippets\\_Training.htm](http://www.PeakSalesConsulting.com/Sales_Snippets_Training.htm)

Russ Lombardo is available for an interview. Please contact him at russ@PeakSalesConsulting.com or 702-655-5652. Russ is President/Founder of PEAK Sales Consulting, LLC (www.PeakSalesConsulting.com) headquartered in Las Vegas, NV. Russ Lombardo, President/Owner, is an experienced Sales & CRM consultant, speaker, trainer, author, and radio show host. Russ works with sales executives and sales teams to develop sales processes and provide sales training for dramatically improving results and increasing revenue. Russ is author of the books, CyberSelling, CRM For The Common Man, and Smart Marketing, and is host of the popular Internet radio show, Sales Talk Radio. He can be reached at 702-655-5652 or russ@peaksalesconsulting.com.

Russ Lombardo

8205 Wooden Windmill Ct.  
Las Vegas, NV 89131  
russ@PeakSalesConsulting.com  
www.PeakSalesConsulting.com  
(702)655-5652 - Voice  
(702)655-6536 - Fax