1. **LEARN TO SELL PROFESSI0NALLY**

The purpose of the manufacturer’s rep’s business is to sell and selling is a learned skill. Sales skills evolve over time and must be learned and re-learned.

Professional manufacturers’ agents invest in sales training to learn effective selling skills.

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| MRERF CSP (Certified Sales Professional) | Seminar |
| **I Hate Cold Calling: New Ideas for Getting In** | Teleforum |
| **7 Worst Mistakes Salespeople Make; How to Change Them** | Teleforum |
| **Which Questions Get Clients Talking** | Teleforum |
| **Dealing with a Sales Slump** | Teleforum |
| **How to Sell Anything to Anyone: The Power of Storytelling** | Teleforum |
| **Tools to Accelerate Your Sales** | Teleforum |

For assistance in coaching your sales force on how to sell effectively, we recommend SalesWise. Contact Nicki Weiss at nicki@saleswise.ca or call (416) 778-4145. [www. saleswise.ca](http://www.saleswise.ca).

Here are companies that also provide sales training programs:

[www.dalecarnegie.com](http://www.dalecarnegie.com/)

[www.dvrlearning.com](http://www.dvrlearning.com/) (Online)

[www.millerheiman.com](http://www.millerheiman.com/)

[www.sandler.com](http://www.sandler.com/)

[wilsonlearning.com](http://wilsonlearning.com/)