



SALES TRAINING IS CHANGING. IS YOUR COMPANY READY?

April 10 – 13, 2017

Take your sales training program to the next level by certifying your trainers at the Florida State University Sales Trainer Academy

WHO SHOULD ATTEND?

Sales Trainers responsible for designing and implementing the sales training program at their company

Sales Enablement Professionals that focus on empowering their reps to perform at their full potential

Sales Managers who take an active role in supporting the professional development of their team members

Anyone who is anticipating a transition to one of these roles

PROGRAM BENEFITS

Make connections with colleagues who are working through the same challenges you are

Gain new perspectives from your peers and roundtable discussions with industry experts

Refine your existing program using ideas, skills, and systems you'll learn at the live session

Improve program outcomes by approaching your program with a more strategic mindset

Impress your boss by increasing levels of retention, positively influencing rep behaviors, and improving salesforce performance

KEY LEARNING CONCEPTS

Evolving From Sales Training to Sales Enablement

Using Learning to Drive Performance Improvements

Emerging Trends in Adult Learning Theory

Maximizing Results Through a Blended Learning Approach (Online, In-person, Field Execution)

Applying Sales Training Concepts Using Technology

Designing a "Full Spectrum" Sales Training Program

Measuring and Communicating Program Performance (ROI)



FLORIDA STATE UNIVERSITY
COLLEGE OF BUSINESS

The Sales Trainer Academy is a professional certificate program designed to provide sales trainers, sales managers, and sales enablement professionals with advanced training and practice around foundational selling skills and adult learning concepts. Developed by the Florida State University Sales Institute, the premier institution for research and higher education in sales, this one-of-a-kind training program equips participants with skills and processes to enhance both existing and future sales training programs at their parent organizations.

PROGRAM STRUCTURE

1 PREPARATION ACTIVITIES

- Participants receive and complete online pre-work curriculum that introduces concepts from live training session
- Pre-work activities include:
 - Reading of short articles and book chapters
 - Completion of video chat board exercises
 - Completion of short quizzes to review learning concepts

2 LIVE SESSION

- 2 ½ -day live, interactive experience covering:
 - Adult learning theory
 - Effective delivery of training
 - Sales process and methodology
 - Sales manager coaching
 - Strategic importance of sales training programs
- Participant leaves with guidebook covering key concepts, tools, and tips

3 CAPSTONE PROJECT

- Participants complete application exercise where they apply academy concepts to their real-world training program(s)
- Project is reviewed and feedback provided by FSU Sales Institute faculty
- Three tracks to choose from:
 - Training Delivery
 - Curriculum Design
 - Strategic Plan for Sales Training Program

Register today at
www.salestraineracademy.com

In order to participate you **must complete your registration prior to March 27, 2017.**

Contact Dr. Leff Bonney at lbonney@fsu.edu for discounted rates available to groups of three or more individuals from the same organization.

Standard registration includes:

- Kick-off dinner and keynote address
- Attendance to live training workshop
- Participation in evening networking events
- Noon meals and coffee breaks
- Take-home workbook with reference materials