

SellingPower The 2011 Top 10 Sales Training Companies

During his keynote, delivered to hundreds of high-level sales executives last month at the Sales & Marketing 2.0 Conference in San Francisco, Selling Power publisher Gerhard Gschwandtner addressed the negative feelings that abound among sales teams about the current state of the US economy.

“Right now, no one is sure exactly where the US economy is headed. Uncertainty and change can make many people nervous. But the good news about change is that it brings new opportunity. Sales professionals have a constant need to create new opportunity, and that is what sales leaders need to help them to do.”

According to a recent study released by Frost & Sullivan, “Americas 2010 Sales Leadership Priorities Survey,” sales leaders at the management level and above say that adapting to an evolving selling environment and changes in buyer behavior rank among their top challenges for the B2B space. Without proper sales training in place, it is almost impossible for sales leaders to create the right selling culture that supports the sales effort and helps teams maximize on opportunity.



But when the pressure is high to meet numbers, such building blocks as training are among the first elements to disappear from a thriving sales culture. Why? Sales leaders who spend most of their time putting out fires and scrambling to meet quotas have less time to research and link up with the right sales-training companies with offerings that fit their unique needs. That's why Selling Power magazine editors have assembled a list of 10 firms that excel in helping sales managers improve the performance of their sales teams. Each firm included on our 2011 Top 10 Sales Training Companies list has the potential to help you get better results, not just for your team and your company's bottom line, but for your customers, as well.

We used four main criteria during our selection process:

1. A proven record of delivering results for sales leaders and sales teams,
2. Innovative methods to both deliver and reinforce training,
3. Customizable solutions and training methods to ensure high-quality results,
4. Offerings that have been customized for the evolving needs of today's sales organizations.

Selling Power is proud to continue to be a resource for B2B sales professionals and sales leaders, in good times and bad. As sales executives across the United States continue to face a tough economic climate, longer sales cycles, and shifts in buyer priorities, use this list as a way to help you find the right sales-training and development firm so that you can continue to make sales excellence a high priority.