



**Profitable  
Sales Growth  
Strategies**

**Outbound Excellence**  
**877-337-2674**  
**602-770-0012**  
[www.outboundexcellence.com](http://www.outboundexcellence.com)

**You Can't Develop It ... Until You Understand It**

**Train Your Sales Managers**  
**With Your "New Hire" Training Program**

**It is the Sales Manager's Responsibility  
to Fully Understand Each Component  
of the  
Sales Training Program**

---

**So That When  
The Sales Managers  
Assume Responsibility**

---

**To Further Develop the New Hires  
Once They Graduate From Sales Training  
& Join the Sales Manager's Team**

---

**The Development Process  
Continues To Increase  
Rather Than Decline.**

---

**Your Sales Managers Can't Teach  
What They Don't Know & Understand**

**And Yet It's Amazing  
The Number of Sales Managers  
We Have Met in Companies**

---

**That Have Never Been Through  
Their Organization's  
Sales Training Program.**

---

**Or That Are Not Assigned  
To  
Teach & Role Play  
With Their Assigned New Hires  
During The New Hire's  
Sales Training Program.**

---

**Clutter & Confusion**  
**Rather Than**  
**Clarity & Confirmation**

**What This Often Leads To  
Is A Training Program  
That Teaches One Philosophy  
& Style of Selling**  
in the  
**New Hire Training Program...**

---

Just to have the  
**New Hires Join the Sales Floor  
& Be Immediately Counter Trained,  
Confused and Cluttered**

---

by the  
**Different Style  
& Philosophy of Selling**  
of their  
**Sales Manager.**

---

**The Forget What You Were Told**  
**Phenomenon**

**It Is More Common  
Than You Might Think  
For New Sales Reps.**

---

**That Have Just Graduated  
From Their Organization's  
Formal Sales Training Program**

---

**To Be Instructed  
By Their Newly Assigned  
Sales Manager**

---

**To "Forget"  
What They Were Just Told  
In Training...**

---

**And to Follow  
the  
Sales Manager's Instructions  
Instead!**

---

**Not A Good Formula For Improving  
The Profitable Sales and Customer Growth  
Performance of New Hires.**