**Job Purpose**

To maximize sales department effectiveness by developing and training sales representatives, determining and solving sales manager training needs and integrating with staff to reach the sales target.

**Key Responsibilities**

Responsibilities include but are not limited to the following:

* Accomplishes sales training human resource objectives by recruiting, selecting, [orienting](https://www.trainersbox.net/store/p957/were-you-properly-oriented-for-your-new-job-test.html.html), training, assigning, scheduling, coaching, counseling, and disciplining employees; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation actions; enforcing policies and procedures. [Click here to see management templates for help](https://www.trainersbox.net/store/p135/Project_Management_Templates_Bundle.html).
* Achieves sales training operational objectives by contributing sales training information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing production, productivity, quality, and customer-service standards; resolving problems; completing audits; identifying trends; determining sales training system improvements; implementing change.
* Meets sales training financial objectives by forecasting sales training requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
* Determines training requirements by studying sales and marketing strategic plans and current sales results; conferring with sales executives; reviewing results of trainer coaching; [evaluating training effectiveness.](https://www.trainersbox.net/store/p937/training-evaluation-form.html.html)
* Develops job results resources by designing information systems; maintaining libraries and databases; building interactive and integrated job support systems.
* Develops managerial results by orienting new managers; [conducting management training programs](https://www.trainersbox.net/store/p8/presentations.html.html); [providing learning resources](http://www.trainersbox.net/products.html); coaching individual managers.
* Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
* Accomplishes sales training and organization mission by completing related results as needed.

**Prerequisite Skills and Qualifications:**

[Presentation Skills](https://www.trainersbox.net/store/p120/100_Tricks_of_the_Trade_of_the_Mentor_Training_Presentation_Kit.html), [Training Management](https://www.trainersbox.net/store/p17/flow-charts.html.html), Meeting Management, Motivating Others, [Foster Teamwork, Coaching](https://www.trainersbox.net/store/p119/50_Golden_Rules_of_Leading_Teams_Presentation_Kit.html), Meeting Sales Goals, Motivation for Sales, Selling to Customer Needs, Customer Service, Emphasizing Excellence

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