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NEW PARDIGM IN SALES TRAINING

Antelope, April 6, 2015 – Now that first quarter 2015 is gone! The current downward trend for salespeople not hitting their sales goals at a rate of 51.8% and dropping (Forbes Magazine 2015 Trends Report) may be cause for concern.

Salespeople in mid and small companies are often poorly trained and most of what they are taught offends people and is very inefficient.

Improper training compounded by an average turnover rate in most industries of 34% (Dave Kurlan of topsalesworld.com) raises the question, how can sellers improve? There are several variables like hiring and the economy, but the right training has the most leverage and potential to make improvements.

The *Big Limiting Belief* is the Pareto Principle or more commonly the 80 / 20 rule whereby 20 percent of the sales people in any given company produce 80% of the sales.

I think this is bad thinking and a self fulfilling prophecy!!

The public should be alarmed that there are such high percentages of desperate sales people who likely won't be around if a problem arises.

Opportunity lies in a shift in the type of training sales people receive. The new training offered by Mega Sales Consulting through its SalesSocrates.com website trains sales people how to prosper by becoming marketing specialists who position themselves as pillars of value and earn the right to be called trusted advisors.

These hybrid salespeople target market segments of people who are most likely to want the offer being made. Sales people properly trained to develop their own personal supply of leads will increase positive results. The likelihood that strategically targeted prospects have problems the sales/ marketing professional can help solve is much higher. The idea of training sales people as marketing specialists has been tested and proven to increase sales in a study by the Wharton School of Business and a top brokerage firm. A sales professional armed with marketing savvy can take focus on the right people and control of the quantity and quality of his sales opportunities making his job more efficient.

In the end the profession of selling improves and the rest of us will enjoy a sigh of relief!

One idea can change an entire industry! Mega Sales Consulting owner Valdez Lasartemay simply believes salespeople should be better at serving the public. For more information sales people or sales managers can contact Mega Sales Consulting for individual and group programs 916-201-1985 or email Valdez@salessocrates.com or visit the website <http://blog.salessocrates.com/>