

## Sales Training Workshop Series

# Ignite!

### Title

Ignite: Increase Your Training ROI

### Program Length

2 – 4 hours

### Synopsis

Productive use of "face time" is as important for pharmaceutical sales trainers as it is for sales representatives. Whether you are training a new sales force or field-tested veterans, your goal is to change behavior, yet many pharmaceutical sales training programs actually discourage behavioral change. It's true! In spite of the time, money and energy invested in pharmaceutical training, most representatives quickly revert to old behaviors in the field.

This train-the-trainer workshop will provide you with the skills and the insight you need to ignite your sales force. Increase your training ROI immediately with strategies for creating compelling presentations with real, sustained impact. Objectives include:

- UNDERSTAND how to engage adult learners
- LEARN strategies to increase retention and promote behavioral change
- EVALUATE the effectiveness of any training program
- DEVELOP creative solutions to training challenges

All workshops are available in PowerPoint, Word or .PDF format.

Contact me to purchase these workshops, or to discuss customized training for your sales team.

### *Other Workshops:*

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- *Facilitate Change*
- *Before and After*
- *Anatomy of a Sales Call*
- *You've Got Personality*
- *A Sheep in Wolf's Clothing*
- *One Big, Happy Family*
- *Elevate and Graduate*

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