



50 Ideas to Train Your Sales Staff in 15 Minutes a Day: For Retail Music Businesses

Bob Popyk

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50 Ideas to Train Your Sales Staff in 15 Minutes a Day: For Retail Music Businesses Bob Popyk (Book). Many retailers don't have regular sales meetings. Sales people come and go, so ongoing training is necessary. A little training for even a few minutes a day can work wonders. It's amazing how much business can be increased with just a little knowledge passed along on a daily basis to the sales staff. You don't need volumes of sales-training material with charts and graphs. You can easily do it before you open for business, with the staff around, in about 10 to 15 minutes a day. Spend that time each day on just one subject with your sales team, and you've spent over an hour a week, covering six different subjects. This is something you can easily start today. This book presents 50 ideas for 10- to 15-minute sales meetings ideas music retailers can share with their sales staffs, whether full time or part time, to use as soon as the doors open. Take the ideas you like best and give them a try.

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