

Selling Power Announces 2018 List of Top 20 Sales Training Companies

The 2018 list of the Top 20 Sales Training Companies that excel in helping sales leaders improve the performance of their sales teams appears in the May issue of Selling Power magazine.

Today Selling Power released its list of 2018 Top 20 Sales Training Companies <http://bit.ly/2HQP5U4>. These companies excel in helping sales leaders improve the performance of their sales teams. The list appears in the May issue of Selling Power magazine, which will be available to subscribers the second week of May.

According to Selling Power publisher and founder Gerhard Gschwandtner, sales training plays a vital role in a digital age.

“To compete today, B2B sales leaders must invest in the right kind of sales training for their teams” says Gschwandtner. “Most salespeople are weakest in the area of selling skills, and improvements can make a huge difference in revenue achievement. We are proud to announce this list of sales training companies that can help sales leaders sort through their options and select the best partner to help them improve.”

All companies on the list submitted a comprehensive application that included a detailed listing of their offerings for both training and retention, innovative solutions and services they have developed, and their company’s unique contributions to the sales training marketplace. Additionally, they had at least four clients submit a brief survey on their experience working with the training provider and their satisfaction with results from the training effort.

The four main criteria used when comparing applicants and selecting the companies to include on this year’s list were:

1. Depth and breadth of training offered
2. Innovative offerings (specific training courses, methodology, or delivery methods)
3. Contributions to the sales-training market
4. Strength of client satisfaction

For more information, visit <https://www.sellingpower.com/resources/2018/top-20-sales-training-companies>.

About Selling Power

In addition to Selling Power, the leading digital magazine for sales managers and sales VPs since 1981, Personal Selling Power Inc. produces the Sales Management Digest and Daily Boost of Positivity online newsletters <https://www.sellingpower.com/newsletters>, as well as a five-minute video series featuring interviews with top executives. Selling Power is a regular media sponsor of the Sales 3.0 Conference <http://www.sales30conf.com>.

About Gerhard Gschwandtner

Gerhard Gschwandtner is the founder and CEO of Selling Power, a multi-channel media company that produces the award-winning Selling Power magazine and Selling Power TV, a daily video interview series on sales success. He is the author of 17 books on the subject of sales, management, and motivation and has been featured in more than 500 video interviews with sales and marketing leaders. In 2008, Gerhard began producing the Sales 3.0 Conference, which is attended by a total of more than 1,000 sales leaders each year. Most recently,



he has collaborated with world-renowned coaches and psychologists to create the Peak Performance Mindset <http://www.mindsetscience.com/> workshop to help salespeople become high achievers personally and professionally.



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