



Train-the-Trainer Available for Innovative Sales Training Program

NEWS RELEASE –**DATE** – Reno, NV - Topline Leadership, Inc. is announcing the release of a train-the-trainer program to accompany its innovative *Slow Down, Sell Faster™* sales training.

“Every salesperson today is being urged to make more sales faster,” says Kevin Davis, president of TopLine Leadership and author of the new *Slow Down, Sell Faster* book (AMACOM, 2011).

“But too many salespeople *lose* sales because they rush too fast through their steps of selling,” Davis adds. “What matters isn’t how fast a salesperson finishes selling—it’s how fast customers finish their steps of *buying*.”

Usually, salespeople are way ahead of the customer, Davis explains. “They finish their process when the customer is still wondering if they need to make a change at all,” he says.

In the *Slow Down, Sell Faster* sales training program, participants learn how to better match their speed of selling to the customer’s speed of buying.

“Almost every company today knows how important it is to be customer focused—but they haven’t given salespeople the tools to turn that goal into action,” comments Davis. The *Slow Down, Sell Faster* sales training program outlines the steps of customer buying and gives salespeople a model that helps them know exactly what to do at each of those steps.

“By slowing down, asking customers more questions about their needs and opportunities, and developing a better understanding of customer priorities, a salesperson can help that customer make a purchasing decision much faster,” Davis says.

The train-the-trainer program includes a 200-page instructor guide that provides detailed instructions for each slide in the presentation materials and participant exercises in the 10-module training program, along with guidance on how to customize the program to different company needs.

For more information, contact Ms. Dale Harbordt, Director of Marketing: 775-849-8600 and Dale@ToplineLeadership.com.