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Sales Leaders: How Smart Calling Online makes you look smarter, your job easier

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Real quick...

One more note before the [Smart Calling Online Grand Opening](#) price goes back to the regular retail rate at midnight...

If you are like most managers and leaders of sales pros and teams, there is simply not enough time in a day to do all of the things you are tasked with.

(And let's face, perhaps being underpaid for.)

Especially one of the most important ones: **training and developing your people.**

Regularly and consistently.

And, although this might not apply to you, not every manager and leader has all of the knowledge and resources they need to really train up their reps in order for them to produce at the high level they want them to.

Even if they do, they also realize it's always good to have more.

Especially if it's right at their fingertips.

I have you covered in all of those areas with [Smart Calling Online](#).

Here are just a few of the ways leaders use Smart Calling Online now:

- Search for a specific “what to say” or “How do I...?” answer when a rep asks you how to handle a situation.
- Go in and pull pieces of content out—on a specific objection reps encounter, for example-- print them off, assign homework, and discuss at a sales meeting.
- Let reps deliver training. Give them access to Smart Calling Online, have them research a topic, and create and deliver a presentation on a sales topic or challenge. They learn more personally when teaching, and peers pay attention to peers. And you don't have to do it yourself!
- Use Smart Calling Online to supplement and complement your own in-house onboarding training. Pull out whatever you want and incorporate into your own playbook (with credit of course)
- Send your own motivational and training emails to reps. Pick out tips, techniques, or entire articles.

Look at what Rachel Mirves, with Thomson Reuters sent me the other day:

"As a sales trainer here I send out a regular motivational message during our 'close week' to pump up the reps. I find Art's material useful and relevant to include in these. We also incorporate it into our general sales training."

And really, with the Grand Opening Price I'm offering, I can't imagine money would be an issue.

Your people are your most valuable asset.

A provocative quote that has been around awhile—not sure who said it first—is,

*"Is it worse to train people and at some point have them leave,
or not train them and have them stay?"*

Bottom line, you have an opportunity to secure a resource that managers tell me makes them look smarter, saves them a ton of time and headaches, AND helps them provide world-class training for the reps, resulting in more sales, revenue, profits, and income for

everyone.

And until midnight, Pacific time tonight, it's just \$397.

Grab it right now.

See you inside,

A handwritten signature in black ink that reads "Aut". The letters are cursive and fluid, with a large 'A' and a stylized 't'.

PS. Don't forget, you'll also get access to my new, private, exclusive Facebook group of sales pros, opening 4/16. This means you also have access to a community of other like-minded successful sales leaders and pros, and will get additional, ongoing training from me, at no additional charge. Sign up now.

[Unsubscribe](#)

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