How can sales managers navigate the increasing flow of information and help their teams do likewise? This session presents strategies for determining which platforms (email, phone, text messaging, Skype) to use with clients and direct reports. This presentation also addresses how to provide reps with best practices to ensure communication tools are used productively – without crossing the diminishing-returns point. The seminar is led by Brian Keller, Director of Sales Force Development for McKesson Medical-Surgical. This is an interactive seminar, so participants are encouraged to bring their own questions and examples for discussion.

As Director of Sales Force Development for the Medical-Surgical division of McKesson Corporation, a Fortune 14 company, Brian Keller is responsible for the training needs of over 1500 account managers and sales managers. His thirty-five years in business includes time spent as a sales VP, an advertising executive, a Six Sigma Black Belt, and a national buyer of consumer electronics.

Brian Keller has personally conducted training for over ten thousand sales associates and hundreds of sales managers, in dozens of different businesses and markets including B2B and B2C. His high energy, facilitative training style makes him popular with rookies and veterans of the sales world.

Lunch will be provided. Please confirm your attendance at http://go.vcu.edu/salesforum. We ask that you register by close-of-business Monday, September 22, 2014.

More information:
Contact Dr. Michael Little by phone at 804-828-3190 or by email at mwlittle@vcu.edu.