

SALES TRAINER

Sale trainers plan, develop, implement and evaluate training and development programs for company sales staff.

WHAT RESPONSIBILITIES WILL I HAVE?

- Design and coordinate staff training programs based on organizational and employee needs
- Analyze training needs to ensure objectives and goals of the organization and work area are met
- Develop training resources e.g. preparation of notes and visual displays from researched information
- Conduct training courses including demonstrating equipment, operating video recorders/cameras and leading group discussions or role-playing activities, or employ experts to do so
- Evaluate the effectiveness of training programs; evaluation involves using such methods as surveys, questionnaires, interviews and observation, then using the results to plan future courses or to amend existing ones
- Obtain information on work-related external courses, prepare reports on their suitability and make recommendations on staff attendance at training courses
- Provide career development sessions for existing staff and conduct induction sessions for new employees
- Assist in the recruitment, development, utilization and retention of work force
- Work with Training Manager and Sales Marketing Managers to design, develop and/or deliver advanced sales manager training program and experienced sales content
- Work with Training Manager on Succession Planning process for member or retail operations
- Coordinate follow-up and evaluations with employees to assure new skills and techniques have successfully been implemented
- Work directly with member and retail division and HR managers to assess, deliver and ensure implementation of knowledge and skills



WHAT EDUCATION & TRAINING IS REQUIRED?

Bachelor's degree in human resources, agriculture education, or agriculture business

THE FOLLOWING HIGH SCHOOL COURSES ARE RECOMMENDED...

Agricultural education, mathematics, biology, business and computer courses

TYPICAL EMPLOYERS

Medium to large-scale agricultural companies that employ larger sales staffs, or you may be self-employed

FUTURE JOB MARKET/OUTLOOK



SUGGESTED PROFESSIONAL ORGANIZATIONS & ASSOCIATIONS

- National Association of Sales Professionals
- Professional Sales Association
- National Ag Retailers Association

AVERAGE ANNUAL FULL-TIME SALARY

\$82,000