



Serve More with Successful Selling Series: Creating & Growing an Effective Sales Team

(60-minute on-demand webinar)

Thursday, February 17, 2022

Available to view/download on release date

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Creating a successful sales team takes skill, but in the end, the time and effort invested pay off. Join us to learn industry secrets on how to hire the best, meet and exceed sales goals, and have a happy, healthy workforce.

AFTER THIS WEBINAR YOU'LL BE ABLE TO:

- Select performance-driven candidates for your sales team
- Understand the personality versus experience dilemma
- Hire with one key trait in mind
- Use proven approaches to develop your sales team
- Design a skill development plan for each sales team member

WEBINAR DETAILS

A common challenge when creating and growing an effective team is retaining staff. Turnover among newly hired salespeople is high, which can be the result of poor hiring decisions. Research conducted by McGraw-Hill Education tracked 20,000 new sales hires and discovered that 46% of them failed within 18 months. Do you know why that statistic is so high and how to prevent turnover? The webinar will also review how to grow and fine tune your sales team using proven strategies and approaches for skill development.

Creating a high-performing sales team can be tricky. Is experience more important than personality, or vice versa? Sales professionals who consistently meet and exceed goals have common characteristics. Massively successful companies such as Southwest, Google, Apple, and The Four Seasons have honed the sales team hiring process and look for one key trait. Join this informative webinar to learn what it is and how to recognize it.

THIS WEBINAR WILL BENEFIT THE FOLLOWING AGENCIES:

- Hospice
- Home Health
- Home Care
- Palliative Care

WHO SHOULD ATTEND?

This informative session is best suited for executive leadership, department heads, and sales managers.

TAKE-AWAY TOOLKIT

- ABC reference handout
- Hiring checklist
- Recommended reading
- PDF of slides and speaker's contact info for follow-up questions
- Attendance certificate provided, however there are no pre-approved CEs associated with this webinar

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MEET THE PRESENTER

Joanna Pera, Powered by Pera Consulting

Joanna has over 25 years of sales and leadership experience in the healthcare industry, including long-term care, hospice, home health care, assisted living, infusion, psychiatry, and pediatrics. Joanna's expertise focuses on business development, employee coaching, and customer/employee engagement with a special emphasis on Emotional Intelligence and how it impacts organizational objectives. Joanna has served in senior leadership roles for large healthcare organizations and continues to have a passion for sales, sales effectiveness, and growing leaders.

Joanna uses the principles she learned in the Dale Carnegie program to connect with and inspire her clients. As one client stated "Joanna's authentic style of leading is refreshing. She actively engages each person she works with in a productive way to achieve results." She lives in Atlanta, Georgia where she enjoys yoga, painting, gardening, and hiking with her dogs.

ON-DEMAND ONLY REGISTRATION OPTION – WHAT YOU GET

On-Demand Webinar Includes

- Available on release day to view/download immediately
- Handout and Take-Away Toolkit
- Available on desktop, mobile & tablet
- Free Digital Download, yours to keep
- Share link with anyone at your organization
- Presenter's contact info for follow-up

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