

## Sales Trainer

### Description:

At the Young Automotive Group, we are dedicated to empowering our sales team with the skills and knowledge they need to excel. Our Center of Excellence team is at the forefront of innovation, continuously enhancing the capabilities of our sales professionals. We are looking for a dynamic and experienced Sales Trainer to join our team and play a crucial role in driving our sales success.

As a Sales Trainer within the Center of Excellence, you will be responsible for designing, implementing, and delivering comprehensive training programs that improve the effectiveness and productivity of our sales teams. You will work closely with sales leadership to identify training needs, develop training materials, and ensure that our sales team is equipped with the latest techniques, tools, and strategies to achieve and exceed their targets.

### Responsibilities:

- Develop and deliver engaging training programs for new and existing sales representatives, including onboarding, product knowledge, sales techniques, and advanced sales strategies.
- Conduct regular needs assessments to identify skills gaps and opportunities for improvement within the sales team.
- Collaborate with sales leaders and other stakeholders to create tailored training content that aligns with business goals and sales objectives.
- Utilize a variety of training methods, including workshops, e-learning, role-playing, and on-the-job coaching to enhance learning and retention.
- Monitor and evaluate the effectiveness of training programs through assessments, feedback, and performance metrics.
- Stay up-to-date with industry trends and best practices to ensure training content remains relevant and impactful.
- Provide ongoing support and mentorship to sales representatives, fostering a culture of continuous learning and development.

### Qualification:

- Bachelor's degree in Business, Marketing, Education, or a related field.

- Proven experience as a Sales Trainer or in a similar sales training role, preferably within a fast-paced, dynamic industry.
- Strong understanding of sales processes, methodologies, and techniques.
- Excellent presentation and communication skills, with the ability to engage and inspire a diverse audience.
- Proficient in using training tools and technology, including Learning Management Systems (LMS) and e-learning platforms.
- Ability to analyze performance data and translate it into actionable training initiatives.
- Exceptional organizational and project management skills, with the ability to manage multiple training programs simultaneously.
- Passionate about sales and committed to fostering a high-performance sales culture.