



SELLING SKILLS

Peter Owen and Laura Tovey

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A COMPLETE PACKAGE FOR A ONE-DAY TRAINING WORKSHOP

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Thacker,2023-09-05 Formerly published by Chicago Business Press now published by Sage Effective Training Systems Strategies and Practices is unique in its integration of theory with effective and practical training applications Authors P Nick Blanchard and James W Thacker examine the relationship between change management and training introduce the ADDIE model as an overarching framework for the training process and consider perspectives relevant to small businesses

Additionally this text provides a step by step process for developing learning objectives and highlights the importance of integrating both learning and design theories in creating successful training programs The Sixth Edition adds new material while enhancing the ease of reading and understanding The end of each relevant chapter needs analysis design development and implementation and evaluation features an example of the process of developing an actual training program Fabrics Inc At the end of each chapter are discussion questions cases and exercises to enhance understanding

Training and Development Rebecca A. (Rebecca Anne) Richards, Certified General Accountants' Association of Canada, 2001-03

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