



David Freedman, Huthwaite: Says dealers need sales training to properly understand customer needs

Dealers should adopt sales training 'to boost service'

Sales training schemes could make a "much stronger channel", according to 'soft skills' training specialist Huthwaite International.

The South-Yorkshire-based company told *MicroScope* that sales training would improve the channel's performance in the long term and it was targeting resellers for its SPIN[®] programme.

Previous IT sector clients include IBM, Sun Microsystems and Oracle.

IT sector head David Freedman insisted sales training was the "difference between resellers being product focused and customer focused".

He added sales training "will get resellers to start listening to customers and help them make the most of customers' needs".

Training consultant Dominic France-Lynch said: "Resellers have been hit hard by the global downturn and that is putting more pressure on them than ever before."

"Customers expect more. In a downturn, people stop investing in training. As things get tougher for the customer, it is those [dealers] which differentiate themselves that can usually win on price," he claimed.

"The majority of reseller sales people come from technical backgrounds and end up selling from a technical to technical viewpoint. They need to understand business problems," Freedman said.

Huthwaite is currently working with an undisclosed reseller to maintain its price model in the face of competitors' price cuts. France-Lynch stressed that for resellers to be competitive on price, "everyone in the organisation should sing from the same hymn sheet".