



[Sender.Company]

**Sales Training Proposal**

**for [Client.Company]**

This sales training proposal includes all details pertaining to the scope of the

training program, pricing, and terms as initially requested by [Client.FirstName] [Client.LastName].

**Prepared by** [Sender.Name] **with** [Sender.Company]

**Phone:** [Sender.Phone]

**Email:** [Sender.Email]

This Sales Training Proposal Template is designed for organizations that offer specialized training programs for sales associates and executives. The template is written to be useful for more generalized training (such as training seminars), as well as for sales training for more specialized, industry-specific sales processes. Because the document is generalized, be sure to tailor it to your own brand and approach in order to differentiate yourself from other organizations offering sales training programs.

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## **About Us:**



[Sender.Company] is a [LOCATION]-based company that specializes in targeted and customized sales training programs for sales professionals of any level of experience. Our approach to training is based on our trainers’ [NUMBER] cumulative years of experience working with salespeople.

No matter the experience levels of your sales personnel, we are confident that our specialized training program will boost close rates, bolster lead qualification, and drive revenue to your business.

## **Client Testimonials**

Our clients’ satisfaction is of paramount importance to us; we haven’t done our jobs until our trainees are better at theirs, and we pride ourselves on our track record of satisfied clientele.

The following are a few of the responses we’ve gotten for our specialized sales training program:

 

Write testimonial text here ​​Write testimonial text here

**Client Name Client Name**

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 **Proposed Sales Training**

The following is a list of goals and challenges for your sales team. With these goals and

challenges established, we can then propose how a specialized sales training program

can address them.

### **Goals/Challenges**

 **Sales Training Method and Focus**

Our specialized training team at [Sender.Company] believes that the following approach will successfully meet and exceed the above challenges and goals.

## **[[Training.Focus.1]]**

In this section you should name the specific training approach your organization suggests here, e.g.: Thought Leader Training.

[Sender.Company] will use [Training.Focus.1] to address

cite a specific goal or challenge from the above list

By focusing training efforts on [Training.Focus.1], our team will find new ways for your sales staff to close more deals.

## **[Training.Focus.2]**

Additionally, our program coordinators have the experience working with internal sales teams to realize distinct benefits from [Training.Focus.2]. This allows your executive team to

cite another item from the list of identified goals and challenges

[Training.Focus.2] will help your team uncover new strategies for generating qualified sales leads.

add additional areas of training focus as appropriate

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## **Training Sessions**

Our trainers carefully plan all training sessions around the set and agree upon training service goals and outcomes. We will continue to work with you to find the ideal product for your sales staff and maximize the efficiency and productivity of your sales process with the most effective and tailored Training possible.

We recognize the value of your time and our own, and our goal is to prepare you and your staff best while taking up as little of your time as possible.

Your training will be conducted by [Number] of specialized sales trainers over a total of [Number] sessions that will run from [TIME] to [TIME] on [DATE].

The training course will consist of lectures and workshops that emphasize the following concepts and proficiencies:

##

## **Training Contract**

This Training Contract (the “Contract”) states the terms and conditions that govern the contractual agreement between [TRAINER] having its principal place of business at [TRAINER ADDRESS] (the “Trainer”), and [[Client.Company]] (the “Client”) who agrees to be bound by this Contract.

WHEREAS, the Trainer holds significant expertise and offers training services in [SPECIFIC SALES SUBJECT, e.g. B2B SALES] for which the Client would like to engage the Trainer according to the terms and conditions here in.

NOW, THEREFORE, In consideration of the mutual covenants and promises made by the parties within this Contract, the Trainer and the Client (individually, each a “Party” and collectively, the “Parties”) covenant and agree as follows:

**1. TRAINING.** The Trainer shall conduct training in {SPECIFIC SALES SUBJECT} in accordance with the schedule attached hereto as **Exhibit A**.

**2. PAYMENT.** The total cost to be paid to the Trainer by the Client for the services hereunder shall be [WRITTEN DOLLAR AMOUNT] dollars ([NUMERICAL DOLLAR AMOUNT]).

[WRITTEN DOLLAR AMOUNT] dollars ([NUMERICAL DOLLAR AMOUNT]) shall be paid at the execution of this Agreement and [WRITTEN DOLLAR AMOUNT] dollars ([NUMERICAL DOLLAR AMOUNT]) shall be paid at the conclusion of the sales training sessions.

**3. CANCELING THE TRAINING SESSIONS.** The Client agrees and acknowledges that a change in the schedule is a significant burden for the Trainer and thus the Client shall forfeit [WRITTEN DOLLAR AMOUNT] dollars ([NUMERICAL DOLLAR AMOUNT]) of the amounts already paid to the Trainer if the Client must cancel the training services within {NUMBER} days of the date on which the sales training services are to be scheduled.

**4. PUBLICITY AND MARKETING.** The Client authorizes the Trainer to utilize the Client’s logo and associated trademarks as well as any media, photos, or footage from any training session solely for the purpose of marketing the Trainer’s services.

**5. NO MODIFICATION UNLESS IN WRITING.** No modification of this Contract shall be valid unless in writing and agreed upon by both Parties.

**6. APPLICABLE LAW.** This Contract and the interpretation of its terms shall be governed by and construed in accordance with the laws of the State of [STATE] and subject to the exclusive jurisdiction of the federal and state courts located in [COUNTY], [STATE].

IN WITNESS WHEREOF, each of the Parties has executed this Contract, both Parties by its duly authorized officer, as of the day and year set forth below.

[Sender.Company] [Client.Company]

[Sender.Signature] [Client.Signature]

[Sender.Date] [Client.Date]

[Sender.FirstName][Sender.LastName] [Client.FirstName][Client.LastName]