



DISCONCERTING DEMOGRAPHICS:

HOW TO BRING YOUNGER
PEOPLE INTO
PROFESSIONAL SELLING
ROLES

Thursday, October 12

11:00 AM

Registration Required!

TROY HARRISON

SALES NAVIGATOR SPEAKER AUTHOR

Guest Host: Kirk Young
JobMatchAssessment.com

Sales teams across the country are not growing old gracefully; if your team is struggling with that, you're not alone. Studies show that the average age of salespeople in 2023 is 47.1 years. Fifteen years ago, the average age was 42. That's a big issue – as salespeople retire, the old George Jones song comes to mind: "Who's gonna fill their shoes?" Well, if you do it right, you can fill their shoes – or at least, you can fill their sales jobs and get new energy into the sales profession.

On Thursday, October 12, Troy "The Sales Navigator" Harrison and guest host Kirk Young of JobMatch Assessment will dive deep into the art of recruiting, onboarding, and successfully managing younger sales professionals in today's dynamic business landscape. As the sales

industry evolves, so do the paradigms, cultural influences, and aspirations of the younger generation entering it.

This engaging session will explore strategies to bridge the generation gap and make sales appealing to the younger workforce. Discover how to tap into their unique strengths, harness their digital fluency, and align their career goals with the sales profession. Topics covered include:

- What younger people are looking for in their careers (hint: there are fundamental differences)
- How to recruit new sales talent
- How to acculturate new salespeople into your team
- Designing an onboarding program to increase productivity
- And more!

Join us online on Thursday, October 12, at 11:00 A.M. Central. You must reserve your spot. Click the button below.

**The future of your sales team may
depend on it.**

**Register
TODAY!**



Psychological Safety at Work: The Key to Success and How to Get It

Psychological safety is the key to healthy work environments. Wiley Workplace Intelligence investigates the state of psychological safety in organizations today, what it means, and how you can create a culture of safety in your organization.

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Don't Let Remote Work Curb Sales Development

During this time, one of the most critical questions any President or CEO must face is: “How can I build and maintain a productive sales program?” My friend and associate, Troy “The Sales Navigator” Harrison, offers an answer through his Smooth Sailing Coaching Programs. No professional athlete has ever achieved greatness without collaboration with an equally skilled and passionate coach. In the same way, for long-term sales force development success, coaching can be essential to achieving your goals. Troy can help you focus and direct your efforts, streamlining product knowledge, creating fruitful lead generation, and putting the right processes and people in place. Troy’s programs include individual, autonomous activities, like my Sales Force Audit, or my Salary Calculator, and their success is built on the group and one-on-one skills coaching. These programs have produced dramatic growth for companies all over the USA – and whether you are located in his hometown of Kansas City, or from coast to coast, he can help you.

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