

**Gaining Senior Executive Buy-in and/or Full Sponsorship for Training and Development Initiatives: The Focus of this Issue of *Sales eNews* – Sales Mentoring Solutions™, LLC's Newsletter; Pub. First Quarter 2007**

**Introduction to this Newsletter -**

Happy New Year!

At various times last year I held conversations with clients and perspective clients about an issue which has frankly been a concern of training professionals, albeit less today than ever before, since training became part of the workplace environment in the 1940s. The issue: *gaining senior executive buy-in and/or full sponsorship for training and development initiatives*.

Many who are not in the profession continue to view training from purely a cost rather than value perspective. So many workplace learning and performance (WLP) professionals—especially those not affiliated with “learning leaders” such as the multinationals (e.g., Computer Sciences Corporation, Merck, Deloitte & Touche, etc.) and domestically focused large and mid-sized organizations (e.g., Equity Residential, Jet Blue, Equifax, Randstad United States, etc.) who received ASTD BEST Awards in 2006—continue an uphill, if not losing, battle for authorization and budgets.

What's a WLP professional to do?

Well, I've researched this issue and have found numerous resources. As you peruse this issue of *Sales eNews* you will find four articles and papers written by SMEs whose subjects range from selling T&D internally to earning and leveraging a seat at the table to aligning training to organizational goals. They provide a broad range of insights on the issue and identify a host of key strategies and practices that WPL professionals can employ to overcome this problem.

I hope you find this issue of *Sales eNews* beneficial. Please feel free to contact me at anytime to discuss this quarter's topic or any other topic covered in the past. Also, do not hesitate to contact me for support for your sales and/or service operational environments.

Thank you for your interest in *Sales eNews*.

Bobby L. Butler, President and Founder of *Sales Mentoring Solutions™*, LLC

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