

Sales Process Training and On-line Proposal Writing: The Focus of this Issue of *SalesNews* – Sales Mentoring Solutions™, LLC's Newsletter; Pub. October 2005

Introduction to this Newsletter -

Earlier this month I attended a unique and enlightening function hosted by ASTD (the American Society of Training and Development). It was a day-long 'Best Practices' Workshop where I and about 200 other workplace learning professionals gathered to hear from this year's recipients of the ASTD BEST Awards.

This award program was created three years ago. Thus far, 57 organizations from all over the world have been recognized for achieving enterprise-wide success through learning. These are companies (both large and small) that have demonstrated their understanding of the critical connection between employee learning and development and achieving business results. They create, support, and champion learning opportunities for results and a deep learning culture within their organizations. As Tony Bingham, ASTD's President and CEO, says about their understanding of learning as a core business strategy: "They get it."

Among the 29 learning leaders recognized this year were IBM, Capital One, ICICI Bank Limited (a Financial Service firm based in India), Merck, TELUS Corporation (a Canadian based Telecommunication firm), Booz Allen Hamilton and Equity Residential (a US based Real Estate firm).

Equity is a three time recipient of the award. It's also one of our largest clients.

Following is a sample of the many interesting practices shared by this year's award-winning organizations:

- **Merck & Company:** Taking the Quantum Leap in eLearning – How to Develop and Execute a Pull Learning Strategy
- **Portland General Electric:** Management Development Program
- **IBM:** The Future of Learning: Business Growth, Innovation and Performance
- **Booz Allen Hamilton:** Aligning Learning Strategy to Business Strategies
- **Equity Residential:** Management Certification Takes "Flight" at Equity
- **TATA Consultancy Services:** Applying Systemic Thinking to Learning & Performance
- **Computer Sciences Corporation:** Growing Tomorrow's Leaders

Perhaps you'll want to attend next time. If so, look for information about this workshop on the ASTD website in the third quarter of next year. It will be well worth your time.

Thank you for your interest in **Sales eNews**. Our focus this month is on sales process training and on-line proposal writing.

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

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