

Online Sales Training with Spectrum Auto Holdings a Major Success

Chicago, Illinois, December 10, 2020: The Sales Coaching Institute has scored a big hit with its unique brand of online sales training.

More than 75 members of the Spectrum Auto Holdings team logged in this week to learn how to scale new heights with their sales efforts even as the COVID-19 pandemic remains a disruptive force in the business world. The training was conducted by the Institute's CEO Doug Dvorak and its VP of Strategy and Talent Acquisition David Sanders.

Headquartered in New York, Spectrum is a leading national company with a portfolio focused on premiere automotive specialty companies. It partners with organizations within the industry and provides effective growth strategies, capital, technology and data. It empowers automotive industry professionals and heightens the customers experience through its exceptional brands and the unprecedented support, service and integrity of its people.

The Sales Coaching Institute has helped companies of all sizes successfully navigate the ever-changing world of sales for more than 25 years. During trainings, such as those with Spectrum, the Institute focuses on accessing important materials, discussing sales motivation and ideas, and developing individualized sales strategies geared to aid in their client's success.

The Sales Coaching Institute works closely with those they mentor to ensure they reach the level of revenue achievement they dream of by teaching creative, customized and non-traditional sales methods.

For more information on The Sales Coaching Institute and other upcoming events, visit the website or call 847-359-6969.

About The Sales Coaching Institute: The Sales Coaching Institute has offered motivational sales training, coaching and events for more than 25 years. Their goal is to take an individualized approach to the needs of each company they work with to help ensure their success.

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