

Welcome ASPA



BUILDING PROFITABLE, PRODUCTIVE, PREDICTABLE SALES FORCES

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### Today's presentation

Presented by  
**Bob Slattery**  
 Core Sales Force Development

- Hire the right person
- Onboard them well
- Align sales with strategic objectives
- Coach them

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### What about Bob?

- Nationally recognized for sales
- Nationally recognized for business growth
- Made every sales management mistake known to man.
- Married to my best friend Renée
- Lives with nine cats and two dogs

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