



Free! New "Sales Navigator Plus(R)" Sales Software Addresses the Challenge of Providing Professional Sales Training for Companies and Users with Limited Budgets

Sales Navigator Plus(R) (SNaP) is a usage-based training & learning sales tool that enables users to receive sales training & development that improve selling effectiveness as they perform their day-to-day sales job. And for a limited time, the SNaP software application is being provided free of charge.

Philadelphia, PA December 12, 2013 --(PR.com)-- Noted sales expert and best-selling author, Tab Edwards, has developed a sales software tool called “Sales Navigator Plus®” or SNaP. SNaP was developed to address one of the major challenges facing sales organizations today, namely, how to provide the ongoing professional sales training needed to improve selling effectiveness in light of the fact that many companies face budget constraints that prohibit them from doing so.

According to Edwards, “It has been proven that successful sales professionals require ongoing sales training to maintain & improve their selling skills, become more effective sellers, and remain competitive. However, shrinking budgets do not allow for such training to be provided on a consistent basis. The result is that many sales professionals stagnate and, over time, become less effective at winning business. This raises the question: How do organizations provide this crucial training to their sellers when they cannot afford to do so? The answer for these companies is 'SNaP'.”

Sales Navigator Plus® is the usage-based teaching & sales force development tool that helps sales professionals of all experience levels become more effective sellers as they use the tool to win and close business. In other words, they gain valuable sales experience as they use SNaP in their everyday customer interactions. The software is modular and helps the user become a more effective seller as they engage with the tool to perform: Pre-Call Planning & Preparation; In-Meeting Effectiveness Planning; Post-Meeting Review & Analysis; Developing the Value Statement for Your Offering; Building the Business Case for your proposal; and Sales Coaching and Development Planning for sales force Improvement.

The software application draws from Tab’s 25 years of sales experience that includes selling hundred-million-dollar complex solutions to some of the largest global corporations in the world, managing Fortune 500 sales teams, optimizing sales organizations as a consultant, providing sales training & coaching, and studying the art of selling in an effort to better provide winning insight to sales organizations around the world.

For a limited time, SNaP is being offered free of charge in exchange for user feedback that can make the product better prior to commercial launch. Interested sellers can visit SnapSoftware.com for more information.



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