

# Selling Power Features BCI on 2019 Top 20 Sales Training Companies List

HOUSTON, TEXAS, UNITED STATES, May 9, 2019 /EINPresswire.com/ -- Today, Selling Power announced [Baker Communications](#)' inclusion in Selling Power's 2019 list of the [Top 20 Sales Training Companies](#) that excel in helping sales leaders improve the performance of their sales teams. The list appears in the May 2019 issue of Selling Power magazine, which will be available to view online starting May 8. <http://bit.ly/2PLSCaV>

According to Selling Power publisher and founder Gerhard Gschwandtner, sales training is a key area of competitive differentiation for B2B sales teams.



"It's no secret that buyers control much of the buying process," says Gschwandtner. "Any company that wants to stay competitive needs to offer their sales teams proper training on how to succeed and thrive in an increasingly complex, challenging selling environment. This is easier said than done. The companies on our Top 20 Sales Training Companies list represent the best of the best, and sales leaders should leverage this list to find the best partner for their unique training needs."

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*Gerhard Gschwandtner*

All companies on the list submitted a comprehensive application that included a detailed listing of their offerings for both training and retention, innovative solutions and services they have developed, and their company's unique contributions to the sales training marketplace.

The main criteria used when comparing applicants and selecting the companies to include on this year's list were:

1. Depth and breadth of training offered
2. Innovative offerings (specific training courses, methodology, or delivery methods)
3. Contributions to the sales training market
4. Strength of client satisfaction

Selling Power magazine editors say the companies on the 2019 Top 20 Sales Training Companies list represent the best potential to help sales teams improve their performance and remain competitive in any selling environment. This is also the first year the list has included five honorable mentions. See the list at [sellingpower.com](http://sellingpower.com).

About Selling Power

In addition to Selling Power, the leading digital magazine for sales managers and sales VPs since 1981, Personal Selling Power, Inc., produces the Sales Management Digest and Daily Boost of Positivity online newsletters (<http://ow.ly/R05730oD22t>), as well as a series of five-minute videos featuring interviews with top executives. Selling Power is a regular media sponsor of the Sales 3.0 Conference, which is attended by a total of more than 1,000 sales leaders each year. (<http://ow.ly/JtSn30oD247>).

#### ABOUT BAKER COMMUNICATIONS, INC.

As one of America's most established corporate training companies, Baker Communications has helped over 1.5 million professionals reach maximum performance since 1979. Globally recognized companies and government agencies, including ExxonMobil, Amazon, SAP, Ingersoll Rand and VMware depend on BCI to equip their employees with skills to increase market share and produce immediate results. Baker creates and delivers customized targeted practice-driven pathways that produce rapid, measurable results. Baker Communications' solutions have been utilized and delivered worldwide, throughout Europe, South America, North America, the Middle East, and Asia Pacific.

BCI offers a full-range of options for learners. These options include our proprietary and custom workshops, as well as a full line of technology that provides advanced insights into seller, Sales Mastery online video library, and other new learning reinforcement applications under development. Visit <http://www.BCICorp.com>.

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