

## Sales Management Training - 2 days

### Objectives:

There is no tougher job than leading a team of sales people. In an increasingly competitive marketplace, where products offer a limited competitive advantage, and customer expectations are higher than they have ever been before, sales managers need the interpersonal and behavioral skills to drive productivity and gain the best results from their staff.

A sales managers performance is defined by his or hers ability to create and development highly successful teams. This program is all about leading your sales team to success by using sound managerial tools and concepts. This course has been designed specifically for all managers or supervisors who have or expect to have responsibility for achieving sales results through others.

### Prerequisites.

There are no prerequisites for this course.

### Exercises

This course is trainer led, involving the exploration of practical applications and concepts in an experiential format. Using both individual and group activities providing a chance to test and explore a range of subjects in a safe workshop style environment.

### Effective sales teams

- Managing sales
- Selecting sales professionals
- Building relationships
- Building trust in sales teams

### Effective sales performance

- Training sales professionals
- Sales performance
- Sales meetings

### Managing sales territories

- A territory strategy
- Conducting territory reviews

### Forecasting sales revenue

- Understanding sales forecasts
- Developing forecasts

### Managing Performance

- The ABCs of management
- Assertiveness
- Dealing with reprimands

### Motivating sales teams

- Motivating sales professionals
- Measuring motivation levels
- Improving sales performance

### Goal Setting and Coaching

- Boost feedback
- Coaching diagnostics
- Grow coaching
- Well formed outcomes