

## ***"Master-Classes" in Sales and Marketing Skills***



### **Sales Team Management**

A Two-Day Programme

#### **Programme Objectives**

Developing sales management skills can be one of the quickest ways to improve company sales performance.

Specific Objectives for the programme are to:

- Apply sales management techniques to enhance both individual and team sales performance.
- Plan, monitor, measure and control sales activities more effectively.
- Utilise different techniques to motivate sales teams to give their best.
- Prepare and conduct effective and challenging sales meetings.

#### **Who is this programme for?**

Sales Managers, Senior Sales people who aspire to sales management or are in a regional role coordinating the sales activity.

#### **Programme contents**

- . Role of the Sales Manager
  - . Doing verses Managing
  - . Reasons managers fail
  - . Personality profile – your preferred management style
  - . Key management skills and responsibilities
  - . Developing leadership flexibility
  - . Recognising and meeting company and team expectations
- . Controlling the sales operation
  - . Setting the objectives
  - . Planning the strategy for achieving objectives and targets
  - . Setting performance standards
  - . Monitoring and maintaining performance
- . The Sales Process
  - . The most effective sales process for your business
  - . Profiling - Your company's Sales Performance profile
    - . Profile for the ideal sales person
  - . Use of the profile in everyday management
  - . The Steps to a successful sale
    - . Key skills to be developed
- . Communication
  - . Deciding what needs to be communicated
  - . Holding effective sales team meetings

- . Motivation
  - . Understanding what motivates and de-motivates sales people
  - . Contemporary motivation theories
  - . Applying the most appropriate 'motivators' to your situation
- . Building the Team
  - . Characteristics of high performance sales teams
  - . Different working styles and their contribution to team effectiveness
  - . Stages of group development
  - . Principles for building a successful sales team
- . Training and Coaching
  - . Creating and monitoring development plans
  - . Adopting appropriate sales coaching styles
  - . Planning and initiating successful sales field coaching
- . Personal Action Plan for your Sales Team

