

## **Sales Management training - 2 days**

**As a Sales Manager you must be a strong leader, powerful motivator, efficient organiser, accurate forecaster, numerate budgeter, and inspired speaker, whilst being a successful salesperson! This intensive Sales Management course will help you develop the exceptional and rounded business skills required to fulfil this demanding role.**

### **Sales Management Training Course Objectives:-**

This sales management training course ensures that Sales Management is approached with a clear and necessary balance between achieving business objectives and maintaining a motivated and committed sales team.

## **Sales Management Training Course Content**

### **The role of the sales manager**

- What is the responsibilities of the sale manager
- The image of the sales manager
- Projecting an image commensurate with the job and the market

### **Recruitment**

- Identifying the recruitment process
- Building the essential skills of interviewing – Questioning/rapport/communication
- Identifying and measuring the right role profile
- The CV sift
- The telephone interview
- The face to face interview
- Making a fair factual decision

### **Goal and target setting**

- Setting goals and targets inline with business requirements
- SMART targets
- Reviewing targets

### **Training (Induction)**

- Identifying the key skills and levels of competence that all new starters need to demonstrate
- Sources of training and the various types of training available
- Goals and objectives
- Measuring success
- Staff development
  - o Identifying the skills gap
  - o Goals and objectives

### **Coaching**

- Adapting your style
- Giving effective feedback
- Identify individuals coaching needs
- The learning process
- Linking coaching to reviews
- Gaining commitment
- Effective communication in coaching

### **Motivation**

- The importance of team identity
- Understanding motivational factors and how they differ from person to person
- Getting to know your team members
- Incentives
  - o building on the contribution of each team member
  - o devising incentives and linking to commercials
  - o short term and long term incentives
- Reviews
- The importance of consistent feedback (link back)
- Keeping everyone focused

### **Forecasting and Action Planning**

- Keeping on track
- Keeping on track of the activities of all the team
- Using statistics to check validity
- Sales plat forming using past data to maintain the pipeline

### **Time management**

- Planning you time across team, individual, customer and the office

o Sources of training and the various types of training available

- Allocation of priorities for the best effect
- Admin .v. field activity, which comes first, the boss or the team?

#### **Review of Programme**

- Other Recommended Programmes
- Coaching & Mentoring Skills
- Building High Performance Teams
- Building Managing & Motivating Remote Teams

This Sales Management training course is designed for Sales Managers newly appointed Sales Managers and Sales Staff who are expecting to be appointed to Sales management in the near future.