

5 – 10 Day Programme

A customised set of programmes tailored to business needs, focused on developing essential sales management competencies for professional sales managers.

This programme equips managers with a set of skills that will enable them to lead their sales teams to deliver maximum performance.

The programme can be delivered in a modular, block format that will take the manager through the comprehensive sales management process. Each session is tailored to meet business requirements (product, sector or service) and to enable sales managers to achieve real improved sales results through high performing sales teams.

Programme Content

- The sales cycle and customers buying process
- Sales planning (annually / monthly)
- Setting, tracking and achieving stretching targets for the sales team
- Personal organization and sales prioritization
- Customer relationship management
- Creating value for the customer
- Coaching sales professionals
- Managing the sales process to drive results
- Sales meetings for managers
- Managing effective sales calls
- Resourcing skills

Additional Benefits

Participants attending this programme will receive:

- A full colour reference manual
- A sales management training checklist and toolkit pack



Business Benefits

By the end of the programme participants will be able to:

- Create an annual sales plan using a variety of tools / techniques
- Set clear / measurable targets for their sales team
- Create value and value statements from products / services
- Use coaching tools to achieve higher sales team performance
- Use a sales process to manage sales more effectively
- Understand the importance of customer relationship management
- Run effective sales meetings with clients and the sales team
- Identify and recruit the best calibre sales professionals for the business in line with latest employment law

Testimonials

“ This modular programme gave me the competence to develop a strategic sales plan”

“ The workshops have given me the tools to manage my team with confidence”

“ I am now in control of my management activities and my team are delivering an increase in volume”