

Gearing You For Growth

Bursaries | **Business Skills** | Coaching and Mentoring | Computer Skills | E-Learning | Learnerships | Skills Development | Virtual Training

Sales Force Management

Course Overview

What is the difference between management and leadership?

Do you recognise the unique challenge of managing sales people?

How do you evaluate your own performance, and that of your team?

Target Audience

If you lead a sales team, then this Program has been designed especially for you. Managing sales people presents its own unique challenges, and this Program explores what those challenges are, and how to deal with them.

Approach

This training is experiential, practical and addresses the real-time issues the delegates are facing when leading a sales team.

Duration

- 2 Days

Training Objectives

- Understand the techniques required to successfully manage a sales team.
- Gain the ability to inspire and motivate your team to outstanding results.
- Have toolkit of practical ideas to improve your personal effectiveness as a sales manager.
- Have the confidence to tackle the hardest managerial positions.
- Evaluate your performance, and that of your team.



Course Outline

- Management and leadership of a sales team.
- How sales people are motivated?
- Change in thinking.
- A toolkit for sales managers.
- Performance evaluation.

Day One

- **Welcome and introduction**
 - Program objectives.
 - Personal objectives.
 - Sales management role.
- **Sales management:**
 - Accountability.
 - Principles, practices and processes.
 - Efficiency in the system.
- **Sales leadership**
 - People, motivation and culture.
 - Levels of motivation.
 - Identifying and managing resistance.
- **Clarifying expectations**
 - Sales team/stakeholder needs analysis.
 - Analysis of expectations.
 - Expectations grid.

Day Two

- **Welcome back and review**
- **Aligning the team**
 - Systems, structures and processes.
 - Handling misalignment.
 - Line of sight.
- **Executing the sales plan**
 - Identifying great execution.
 - Behaviors and actions.
 - Barriers to success.
- **Evaluating the performance**
 - Key measures.
 - Monitoring and evaluation.
 - Communication planning.
- **Action planning and commitments**