

The Effective Sales Manager



A sales manager is not someone who knows how to sell well and shows others how to do it. The transition from a successful salesperson to sales manager is a steep learning curve. New skills, attitudes and behaviours have to be learned, and for the first time your targets will be achieved through others. This highly interactive workshop focuses on:

- The difference between a salesperson and a sales manager
- Sales strategy, planning and monitoring
- Motivating the sales team
- Leadership styles
- Adding value to the client
- Controlling team meetings
- Coaching skills

Who Will Benefit?

Those new to sales management and sales managers' who wish to build on their existing skills.

Course Outline

The role of the sales manager

- Assessing your management style
- Defining your strengths and weaknesses
- Sales management or sales leadership
- Managing vs selling

Sales strategy

- Planning the sales strategy
- Resource deployment
- Activity analysis
- Assessment, review and evaluation of performance
- Setting specific performance standards
- Understanding the potential
- Strengths and attractiveness matrices
- Understanding and applying CRM strategies



Contact Us:

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Developing and motivating your team

- Coaching skills that motivate
- Taking action with non-performers
- Developing high performers
- Applying appropriate styles to different situations
- Situational leadership
- Handling difficult situations
- Giving feedback
- Communicating with your team
- Team building
- Managing productive meetings
- Setting specific performance standards for your sales team

Meetings

- Establishing clear objectives
- Running successful and productive sales meetings
- Ensuring the objectives are met
- Working with your team and their clients
- Planning and reviewing strategy with your team
- Adding value during client meetings
- Understanding key accounts
- Account planning

Behaviour and its impact on your team and clients

- Understanding 'behaviour' and its impact on results
- Adapting your behavioural preferences

Recruitment

- Defining the role to getting the right people
- Interviewing techniques

Duration

3 Days



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