

Employee Growth- A Two Day Course

Sales Management Essentials

Sales Management Essentials for Effective and Efficient Delivery of all Sales Targets

WHO SHOULD ATTEND?

First time as well as seasoned sales management professionals that want to learn or relearn and improve their sales management competency so that they can get the very best results from their sales leadership, teams and colleagues in pursuit of maximum effectiveness, efficiency and great results.

COURSE DESCRIPTION

Effective and efficient sales management of sales people and teams is an on-going process required to develop and drive the organization's sales and marketing strategy that guides the business to achieve its objectives, considering its capabilities, constraints, and the environment in which it operates. Mastery of the sales management process is vital for effective sales leader and leadership and driving sustainable business growth.

Sales Management Essentials is a proven approach to sales management development that provides the sales manager with a management toolkit of practical tools and techniques required to lead sales team performance for efficiency and effectiveness. The program takes a holistic view of sales management that introduces the delegate to the knowledge, skills and attitude required to behave effectively and confidently as a great sales manager of people and leader of high performance sales teams.

The program is well researched, knowledge-based and designed with the individual learner at the centre of the learning process which means that the course is extremely interactive and practical.

COURSE OBJECTIVES

- ✓ By the end of this course delegates will be able to:
- ✓ Determine effective sales management
- ✓ Determine the difference between a manager and a leader
- ✓ Determine the sales manager's role and responsibilities
- ✓ Recognize and develop key sales management tools and techniques that enables the sales manager to lead sales team performance for efficiency and effectiveness
- ✓ Practice new knowledge and skills learnt before returning to work
- ✓ Produce drive to self-develop in supervisory management
- ✓ Produce positive impact on the overall performance of each delegate and the organization

COURSE CONTENT

DAY 1 • SALES MANAGEMENT FUNDAMENTALS

- Understanding Sales Management
- Sales Management Competency
- High Performance Sales Teams
- Organising Yourself and Others for Success
- Managing Communication (including Conflict Management)

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DAY 2 • SALES PERFORMANCE MANAGEMENT

- Sales Performance Management
- Developing Yourself and Others
- Influence and Relationships
- Coaching Sales Performance
- Managing Change

Key Learning Review

- Group discussion and professional feedback to consolidate key learning. Delegates will leave the day with a list of development activities to improve their sales management competency back at work.

IN ADVANCE

Each delegate will be asked to complete a pre-course questionnaire to determine their individual learning objectives. These will be used by the trainer to give on track training that is focused on the individual learner attending.

The most appropriate training format, content and approach for this course will be discussed with you prior to the start of your course.

ON-TRACK FOR GROWTH

The individual leaves this program with a **Personal Action Plan** to encourage immediate transfer of training to the job.

EVALUATION TO ENSURE CONSISTENT QUALITY

All our courses are evaluated at Kirkpatrick's Reaction and Learning levels as part of our quality control process as follows:

Level 1- Reaction- Training Course Evaluation Form

This training course evaluation form is used to maintain and improve the standards of our training courses.

Level 2- Learning- Pre and Post Training Test

The test is confidential and used to evaluate our training, **not the delegate**. The results help us answer the question "Did people learn what we wanted them to learn from the training?" This test is run at the beginning and at the end of this training course.

The Whole Thing can help properly position and align all learning and development with business priorities to ensure that effective evaluation is possible. We encourage all our clients to agree measures prior to any intervention so that return on investment (ROI) and process gets attention.

Please contact **The Whole Thing** to explore the many ways that we can help you.

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