

# Managing The Sales Team

## Who Would Benefit

Anyone with responsibility for a commercial team or about to undertake that role.

## Course Overview

Delegates will learn how to successfully operate managing a sales team to higher performance. This intense and packed program is designed for all managers of sales teams, whether large or small in number. The content takes the delegate through the fundamental skills of sales management and managing sales people and will explore the creative process and practical business skills in equal measure.

CPD Points: 18

Course Category: Management & Leadership

Recommended No. of Days: 3 (can be delivered as 2 days plus 1 day follow up)

Course Location: To be determined

## The Course Includes:

- Examination of customers wants & needs
- Market analysis
- Recruiting the right people ~ profiling
- Instructing sales people
- Recognising good & bad performance
- Assessing potential & feeding back
- Attitude and behaviour assessment
- Identifying training & coaching needs
- Monitoring & analysing sales performance
- Benchmarking
- Effective delegation
- Communicating the sales strategy
- Setting targets & incentives
- Running productive sales meetings
- Maintaining motivation & energy

## Learning Outcomes

At the end of this program the delegate can:

- Show how to motivate the sales team
- Demonstrate setting sales goals and objectives
- Describe how to offer constructive feedback
- Communicate strategic sales vision
- Analyse and deal with sales performance issues