Tel +44 20 4571 2395
info@siliconbeachtraining.co.uk

As a Sales Manager you must be a strong leader, powerful motivator, efficient organiser, accurate forecaster, numerate budgeter, and inspired speaker, whilst being a successful salesperson!

This intensive Sales Management course will help you develop the exceptional and rounded business skills required to fulfil this demanding role.

Call us now on +44(0)1273 6222 72 to book or further discuss your training needs.

Course Objectives

This Sales Management course will ensure that Sales Management is approached with a clear and necessary balance between achieving business objectives and maintaining a motivated and committed sales team.

The role of the sales manager

- What is the responsibilities of the sale manager
- The image of the sales manager
- Projecting an image commensurate with the job and the market

Recruitment

- Identifying the recruitment process
- Building the essential skills of interviewing – Questioning/rapport/communication
- Identifying and measuring the right role profile
- The CV sift
- The telephone interview
- The face to face interview
- Making a fair factual decision

Goal and target setting

- Setting goals and targets in line with business requirements
- SMART targets
- Reviewing targets

Training (Induction)

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- Sources of training and the various types of training available
- Goals and objectives
- Measuring success
- Staff development
    - Identifying the skills gap
    - Goals and objectives
    - Sources of training and the various types of training available

Coaching

- Adapting your style
- Giving effective feedback
- Identify individuals coaching needs
- The learning process
- Linking coaching to reviews
- Gaining commitment
- Effective communication in coaching

Motivation

- The importance of team identity
- Understanding motivational factors and how they differ from person to person
- Getting to know your team members
- Incentives
    - building on the contribution of each team member
    - devising incentives and linking to commercials
    - short term and long term incentives
- Reviews
- The importance of consistent feedback (link back)
- Keeping everyone focused

Forecasting and Action Planning

- Keeping on track
- Keeping on track of the activities of all the team
- Using statistics to check validity
- Sales plat forming using past data to maintain the pipeline

Time management

- Planning you time across team, individual, customer and the office
- Allocation of priorities for the best effect
- Admin .v. field activity, which comes first, the boss or the team?

Review of Programme

- Other Recommended Programmes
- Coaching & Mentoring Skills
- Building High Performance Teams
- Building Managing & Motivating Remote Teams

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