

# Managing a Successful Sales Team



## Introduction

Designed for those who need to motivate and manage a successful sales team. You may have an excellent track record in your own sales role but leading a winning team means you will need a good knowledge of sales management. The course includes how to improve individual and team performance, manage difficult team members and effective ways of keeping the whole team on target.

## Aims and objectives

This course covers everything from team strategy to how to motivate a successful sales team. If you take your career in sales management seriously then this course is a good choice.

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## Planning

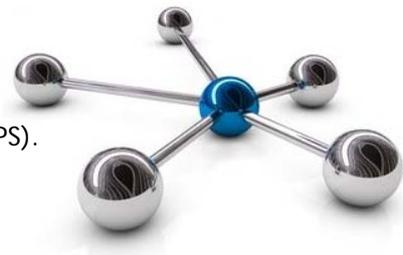
- ▶ Identifying important sales objectives and agreeing individual and team plans.
- ▶ How to plan your own sales workload as well as that of your team.
- ▶ Managing and leading your team in a changing and competitive market place.

## Communication and motivation

- ▶ Essential skills needed to lead a successful sales team.
- ▶ How different people are motivated to hit target and how to adapt your approach.
- ▶ Ensuring the team is focused to put sales plans into action with commitment.
- ▶ How and when to use the different management styles available to you.
- ▶ Communicating objectives and expectations.
- ▶ Learning to take control in difficult situations and overcome barriers to assertiveness.

## Goals and targets

- ▶ Setting sales targets and establishing methods for achieving them.
- ▶ Controlling the process by which goals and targets are met.
- ▶ How to introduce and monitor individual Personal Action Plans (PAPS).



## Delegation

- ▶ How to conduct effective communication meetings.
- ▶ What to delegate, and how to delegate it, whilst minimizing fears the team may have.

## On-going improvement

- ▶ Identifying areas for individual and team improvement and dealing with under-performance.
- ▶ Developing your training and coaching skills and how to improve on an annual basis.

## RESULTS

Sales Managers who have attended this course reported that they were able to get the whole team motivated and back on target. They also said that they had more time to do both parts of their job efficiently. Designed for managers who want to get the best out of their sales team.

Call 02380 840376 for more information

## SUPPORT

All our courses come with one year's telephone support. This allows delegates to talk with a trainer and get advice and training material when working on projects.