

Effective Sales Management

Course Overview

This Effective Sales Management course has been developed to assist and equip managers with the tools and techniques to more effectively lead their sales teams to higher levels of achievement. This 2-day workshop will focus on a deliberate management approach that will encourage self-motivation, clearly defined sales targets and further refine and improve the systems and processes and to deliver a faster, more accurate and more efficient offer to your customers.

This high energy, high impact, professional training experience will challenge attitudes, change behaviours and inspire an improved culture of professionalism and excellence in Sales Management within your business.

Learning Outcomes

The principles and practices of Effective Sales Management are founded on proven methodologies that have positively impacted sales organisations throughout New Zealand and Australia. When these principles are being constantly demonstrated, account managers sell more, are more motivated and remain more focused in all their day to day dealings with their customers.

The principle components and learning outcomes relating to this course include...

1. Driving sales performance up:
 - Using a five stage process for selling
 - Coaching to improve personal performance
 - Running effective sales meetings
 - Leading by example
2. Communicating clearly defined accountabilities/expectations:
 - Setting the sales targets
 - Personal goals and action plans
 - Bringing clear direction and strategy
 - Applying appropriate measurement – the tools and systems
 - Consequences of non-compliance
3. Establishing meaningful rewards that inspire increased effort:
 - Keeping the team motivated
 - Sales based competitions and Incentives
 - Personal rewards and recognition
 - Consequences of a job well done

Process

Applying deliberate accelerated learning techniques, all attendees will be actively engaged in syndicate discussion groups, a wide range of sales management scenarios, experiential exercises, case studies, self assessments/profiling and flip chart exercises. Every effort is made to ensure no one is embarrassed, pressured, or made to feel inferior or inadequate at any time throughout this learning experience.

This course also encourages (and facilitates) a high level of self reflection based on past performance and experiences, and then focuses the learner on future hopes, dreams and expectations based on the new knowledge gained. An extensive course folder is provided for notes and forms the framework of content for the two days. It comes complete with course exercises, master documents, templates and key reference points for future use back in the workplace.

Participant Profile

This programme is designed for Branch Managers, Sales Managers, Head Office Sales/Business Development Managers who are looking for practical, useful sales management tools that can be applied immediately to effect positive change and results in the work place.

Typical participants attending Effective Sales Management will be...

- Highly motivated to succeed in sales management within their business
- Determined to progress a meaningful sales strategy through their people
- Expected to assume a high level of responsibility for achieving strategic business outcomes
- Keen to explore and realise their full potential as a true Sales Manager
- Positive, professional and hungry to learn more about true sales management

Duration

- Two days: 9.00am to 5.00pm.
- Pre-course preparation and post course assignments on the job.

Investment

- \$895.00 + GST
- Includes a comprehensive course folder for future reference and reminders, additional handouts, lunch and morning tea etc.
- Any travel and accommodation requirements are at client's expense.

Why go with Progress Seminars?

- We have been working with major corporates through to small sole trading entities for over 15 years now. We know our stuff, we know it works and we are passionate about sharing it with our valued clients!
- Our experienced facilitators are simply the best. Their stories, examples and techniques are all based on their own successful sales backgrounds with many years experience in both retail and commercial environments.
- We are behaviourists at heart. Our courses are all designed to create visible CHANGE in people's skills, techniques, attitudes and habitual comforts.
- We do not lecture our attendees. We engage them with relevant examples and scenarios that require active participation throughout their course.
- We pride ourselves on ensuring all attendees go away with useful and usable tools and techniques that will increase their confidence and competence in the work place.
- Wherever possible, Progress Seminars provides ongoing coaching and support programmes to further assist in skill development and long term behaviour change on the job.
- We are very cost effective with a competitive pricing strategy that ensures the highest quality training at affordable prices.
- Our money back guarantee means no change (in behaviour/improvement), then no charge. We always invoice AFTER the course and if you are not completely satisfied with the outcomes as promoted, then simply don't pay the bill – we will not contest it. (This has never happened yet in our 15 years of seminars!).

How to Enrol

For any further enquires or to confirm a place on our next Effective Sales Management course, please contact us either...

- By phone at (03) 357 4405
- By fax at (03) 357 4403
- By email at jane@progressseminars.co.nz
- Via our website at www.progressseminars.co.nz
- We are happy to arrange for a free, no obligation visit from one of our business consultants to discuss your specific business needs or for further information on a customised / in-company solution for your organisation.