



SALES FORCE MANAGEMENT

ARISTOTLE ACADEMY

*What is the difference between management & leadership?
Do you recognise the unique challenge of managing sales people?
How do you evaluate your own performance, and that of your team?*

Approach

If you lead a sales team, then this programme has been designed especially for you. Managing salespeople presents its own unique challenges, and this programme explores what those challenges are, and how to deal with them. This training is experiential, practical and addresses the real-time issues the participants are facing when leading a sales team.

Key Topics

- Management & Leadership of a Sales Team
- How Salespeople Are Motivated
- Change In Thinking
- A Tool-kit for Sales Managers
- Performance Evaluation

Training Objectives

At the end of this programme, you will be able to:

1. Understand the techniques required to successfully manage a sales team
2. Gain the ability to inspire and motivate your team to outstanding results
3. Have toolkit of practical ideas to improve your personal effectiveness as a sales manager
4. Have the confidence to tackle the hardest managerial positions
5. Evaluate your performance, and that of your team

Duration

Two Days

If you would like to discuss any one of our programmes
please call on +44(0)7803 299337 or email: info@craighilesconsulting.com



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Programme Schedule

Day One

Welcome & Introduction

- Programme Objectives
- Personal Objectives
- Sales Management

Sales Management Role

Sales Management

- Accountability
- Principles, Practices & Processes
- Efficiency in the System

Sales Leadership

- People, Motivation & Culture
- Levels of Motivation
- Identifying & Managing Resistance

Clarifying Expectations

- Sales Team/Stakeholder
- Needs Analysis
- Analysis of Expectations
- Expectations Grid

Personal Action Planning

Reflection, Discussion & Action

Day Two

Welcome Back & Review

Aligning the Team

- Systems, Structures & Processes
- Handling Misalignment
- Line of Sight

Executing the Sales Plan

- Identifying Great Execution
- Behaviours & Actions
- Barriers to Success

Evaluating the Performance

- Key Measures
- Monitoring & Evaluation
- Communication Planning

Personal Action Planning

Reflection, Discussion & Action

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