

Sales Manager Training

INTRODUCTION

- Unfortunately, top salespeople are frequently promoted to management positions without having the leadership and management skills required to be an effective sales manager. This comprehensive training seminar is designed to give sales managers the fundamental skills they require to recruit, train and motivate a highly-productive sales team. This training seminar sets a standard for sales managers because it focuses on sales management best practices to increase revenue growth through higher sales effectiveness.
- Topics covered in the training seminar range from motivation techniques, to goal setting and face-to-face communication skills. Whether you're a seasoned sales manager looking to sharpen your skills, or a newly promoted sales manager looking to lead a sales force for the first time, this 5-day training seminar is designed for you. Delegates will walk away from this training with a specific action plan and the tools they need to lead a successful sales team.

This training seminar will highlight:

- Hire high-performing salespeople according to HR staffing guidelines
- Manage the sales team to its full potential to reach sales targets
- Plan and direct sales team training
- Resolve customer complaints regarding sales and service
- Setting SMART goals for business development

OBJECTIVES

At the end of this training seminar, you will learn to:

- Develop a strong team by evaluating, training, and coaching them to drive results through the selling process
- Plan and conduct market research to identify market trends
- Conduct effective sales training meetings
- Develop strategic sales plan to lead sales team to implement strategies
- Deliver customer-focused sales presentations
- Direct sales forecasting activities and set sales team performance goals

TRAINING METHODOLOGY

- This training seminar encourages delegate participation through a combination of lectures, group discussion, practical exercises, case studies, video clips, and breakout sessions designed to reinforce new skills.

ORGANISATIONAL IMPACT

- This training seminar gives sales managers the leadership skills and best practices they require to increase sales effectiveness and long-term profitability.

Benefits to the organisation include:

- Improved customer satisfaction and retention
- Reduced employee turnover
- Improved hiring process for recruiting successful salespeople
- Enhanced professional image in the marketplace
- Greater revenue growth
- Better market penetration and brand awareness

PERSONAL IMPACT

By the end of this training seminar, participants will be able to:

- Utilize active listening and questioning skills to improve communication effectiveness
- Negotiate win-win outcomes
- Train, coach and mentor salespeople to increase sales
- Understand the strengths and weaknesses of their management style
- Effectively recruit and retain successful salespeople
- Utilize recognition and reward programmes to build teamwork

WHO SHOULD ATTEND?

This training seminar is suitable to a wide range of professionals, but will greatly benefit:

- Sales and Marketing Managers
- Sales and Marketing Directors
- Sales Trainers
- Salespeople transitioning into sales management

Course Outline

Communicating an Effective Sales and Marketing Message

- Overcoming common Communication Barriers
- Listen while you Work
- Questioning Skills to uncover Customer Expectations
- Telephone Tips to improve Sales and Marketing Effectiveness
- Understanding Body Language Gestures
- Identifying your Leadership and Communication Style

Creating a Customer-Focused Sales Team

- Reasons Why Customers Don't Buy
- Delivering on the 7 Customer Expectations
- Sales & Marketing Persuasion and Negotiation Strategies
- Designing a Customer involved Presentation
- How Customer Service can increase Sales
- Dealing with Customer Objections in a Professional Manner

Managing a High-Performing Sales Team

- Tips for Recruiting High-performing Salespeople
- The Interviewing, Qualifying and Hiring Process
- Managing Employee Turnover
- How to Plan and Run Successful Sales Meetings
- New Hire 90-day Training Plan
- Team Building Techniques to Promote Teamwork and Mutual Support

Powerful Strategies for Motivating Salespeople

- Leadership Traits of Successful Sales Managers
- Abraham Maslow's Hierarch of Needs
- Factors that Motivate and Demotivate Salespeople
- Considerations for Designing a Sales Contest
- Coaching and Mentoring Skills to Improve Productivity
- Planning and Conducting Effective Sales Meetings

Leading the Way to Increased Sales Effectiveness

- Steps for Developing a "positive mental attitude"
- Personal Development to Leadership and Public Speaking Skills
- Know your Numbers: Setting SMART Objectives
- Stress Management Tips to Maintain a Balanced Lifestyle
- Time Management Principles to help you see more Customers
- Action Planning for Continuous Improvement