

Content

The role of sales manager

- business drivers and priorities
 - strategic vs. tactical
 - pressures and challenges
- being proactive and planning your success
 - two major traps; micromanager or super salesperson
 - success criteria

Building the sales plan

- segmentation, customer strategies and resourcing
- self awareness and self discipline
 - personal organisation; urgent and important
- managing the sales pipeline; activity and results

Leading your business

- leadership and management; vision, inspiration, leading your team by example
- setting objectives, monitoring activity, flexing style, delegating with trust
 - activity management
- key ratios in the sales cycle

Managing performance

- coaching sales people
 - giving and receiving performance feedback
- sales team motivation.

Sales Manager Development

Sales

You are a successful sales person who is making the transition to Sales Manager. You appreciate that the skills and behaviours that made you a successful sales person may not automatically make you a successful Sales Manager. Indeed, they may even hamper your performance.

As you make the transition into sales management, this programme will help you rethink your role and learn a new set of skills and behaviours to manage the members of your team effectively and meet your business goals.

Benefits

By the end of the programme you will be able to:

- clearly understand your role and responsibilities and the differences between being a sales person and a Sales Manager
- analyse the market and build a sales plan for the team
- build robust and workable individual sales plans that will underpin success
- lead, motivate and coach your team to achieve high performance.

Approach

The programme is led by an experienced facilitator who has made the personal journey from selling to management, bringing insight and anecdotes, as well as their own experience. The programme is practical and participative with plenty of opportunities to try out new skills and approaches.

Who should attend?

Sales managers who have recently been promoted or appointed, or who have been in the role for some time but have received no formal management or sales training.

Programme information

Duration: Two days
Price: £725 (excluding VAT)

Dates and locations:
14th - 15th May 2008 • Surrey
12th - 13th November 2008 • London
10th - 11th February 2009 • Midlands

For further details please call
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