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# MANAGING A SUCCESSFUL Sales Team

## Course Introduction:

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The sales manager plays a vital role in any organization. They must attain the sales targets, which directly relate to the achievement of the 'bottom line' for the company. However, to be able to do this, they must manage their team to produce top results. There is a great deal involved in bringing the best out of your team and keeping them motivated to achieve and exceed the targets - again and again!

## Course Objectives:

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- To develop the skills necessary to become a top class winning sales manager
- To understand the ways to motivate your team
- To know how to get the best out of your team
- To be able to create a productive environment for team performance
- To know how to measure the performance of your team and make the necessary decisions to maintain high performance
- To achieve your sales goals through your team's efforts

## Who Should Attend?

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This practical course is primarily aimed at newly appointed, or relatively inexperienced sales managers. The course will give them the opportunity to develop their skills and competencies to manage their teams more effectively.

## Course Outline:

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- Setting SMART(ER) Objectives & Sales Plans
  - > Forecasting
- Managing & Leading Your Team
  - > The Role Of A Sales Manager
  - > Management By Example
  - > Different Leadership Styles
- Setting Standard Guidelines
  - > Communicating With Your Team
  - > Managing Conflict Within A Team
  - > Dealing With 'Ego' In Sales Teams

- The Sales Process
  - > Understanding What Makes A Good Salesperson
  - > Assessing Your Team's Strengths & Weaknesses
  - > The Four Areas Of Knowledge Needed To Be Successful In Sales
- Measuring Performance - Sales Management Performance Tools
  - > Setting Sales Targets
  - > Assessing Your Team's Performance
  - > Using Reports As A Tool
- Motivating Your Sales Team
  - > Positive Motivation
  - > Understanding Demotivation
- Focusing On Productivity
  - > Developing A 'High Productivity' Environment
- Developing The Key Skills In Your Sales Team
  - > Developing Individuals
    - >> Constructive Feedback
    - >> Performance Appraisals
  - > How To Sustain High Performance
- Recognizing & Rewarding Your Team
  - > Using More Than Just Salary To Motivate
- Ensuring The Best Relationships With Your Clients
  - > Building Long-Term Relationships
  - > Customer Retention Model
- Personal Checklist For Successful Sales Management Performance

## Course Certificate:

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**International Center for Training & Development (ICTD)** will award an internationally recognized certificate(s) for each delegate on completion of training.

## Course Methodology:

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**A variety of methodologies will be used during the course that includes:**

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

## Course Fees:

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**To be advised as per the course location.** This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

## Course Timings:

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### Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

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