



Sales Management

This Master Class is designed for area, regional or national sales managers and sales directors who have to get the best out of today's sales people

Empowering sales managers to motivate their staff, and build a successful, dynamic sales team, is at the heart of this Master Class.

The **'Sales Management'** Master Class shows managers, how to maximise performance and how to train and appraise - in short everything you need to know about being a successful team leader.

Many Xel Training & Development 'trade secrets' will be disclosed along the way, including how to make the most of your time, the art of producing an 'accurate' annual sales forecast, and why annual bonus schemes don't work as well as their monthly equivalents.

Course objectives

- To achieve maximum results from the sales team
- To get the best out of your sales people
- To improve individual and team performance
- To keep the sales force at peak performance - all the time

Delegates will learn

- How to master the fundamentals
- How to develop a job description for a National Sales Manager
- How to train sales people on the job
- Effective individual and team motivation
- How to use incentive schemes, competitions and league tables
- How to produce and implement accurate annual sales forecasts
- How to make sure your forecasts actually happen
- How to prepare 'Action Agendas' for sales meetings