

This Master Class is designed for both new and experienced Area, Regional or National Sales Managers and Sales Directors who have to get the best out of today's salespeople.

Today's sales management task is very demanding and challenging and therefore three 'key components' especially require close attention: developing individuals, building the team and achieving the task.

The Sales Management Master Class is designed to equip and empower sales managers and directors to motivate their staff and build a successful, dynamic sales team. It shows delegates how to achieve consistently improved results from their sales team and how to build a team of salespeople who themselves strive for continual improvement in their personal performance.

For those delegates that are new to sales management who have recently been promoted from a sales role, this Master Class begins by showing delegates how to cross the bridge between Selling and Managing without losing friendships and respect in the process. It then shows what a manager has to do to achieve results through other people, how to pick winners and avoid losers, how to train and appraise "on the job" and how to improve individual and team performance using 'performance management' systems.

Finally, delegates attending the Sales Management Master Class will learn to understand the difference between management and leadership and therefore how to maximise the potential from others using leadership, motivation and teamwork and be able to coach, develop, support and motivate their people for improved effectiveness and improved business performance.



Master Class Objectives

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



Delegates will learn

- How to cross the bridge from Selling to Managing
- How to Improve their Personal Management Credibility
- How to use the 'Action Centred Leadership' Model
- The Role and 'KEY' Functions of a Sales Manager and Director
- How to Recruit People who can Sell
- How to use Personality Profiling Tools to help select develop and motivate the 'right' people
- How to train salespeople 'On the Job' - Coaching/Feedback
- The importance of having a Positive Mental Attitude and the impact this has on results
- How to use the Abraham Mazlow and Frederick Herzberg Motivation models
- How to develop Management Policies and Leadership Styles for Maximum Profit
- How to use Performance Management Systems to help Achieve Sales Targets
- How to Produce Accurate Sales Forecasts