

SALES MANAGEMENT – PART 1

COURSE OVERVIEW



Lead your sales team to success

- Motivate your team, focussing on their strengths to achieve results
- Coach your team for optimum performance
- Use a clear business plan for developing, forecasting and measuring business
- Confidently prepare and deliver productive and motivational sales meetings
- Use tools to identify, measure and analyse team activity and align to core business objectives
- Use a Competency Based Assessment process for evaluating the skills of your salespeople

The sales team within an organisation is a powerful entity, they are the face of a business, able to make or break customer relationships and business reputations. A sales team needs to be focussed, directed, energised and engaged. This programme provides a safe environment for the essential sales management skills to be learned, practised and perfected. The programme is divided into two parts:

1st Part focuses on the core sales management skills required to create and lead a professional sales team.

2nd Part expands on the core skills by focussing on business planning, forecasting, driving results, developing business acumen and understanding the financial elements of the sales management role.



Scheduled Virtual Classroom: £1,899 +VAT

Also available as an in-company tailored programme

Visit tacktmi.co.uk for further information

SUITABLE FOR:

Experienced, newly appointed and potential Sales Managers, as well as Senior Sales Professionals seeking an in-depth appreciation of sales leadership.

YOU WILL LEAVE THIS COURSE ABLE TO:

- Identify your own sales management style and improve performance by adapting your approach to meet the needs of your team
- Recognise your own DiSC® personality style and that of your team members
- Understand how becoming more adept at adapting your style to that of others leads to increased personal effectiveness
- Lead and motivate your sales team to achieve results in both good and challenging times
- Establish realistic Key Performance Indicators for individuals and the team as a whole
- Prepare and deliver impactful and motivational team meetings
- Benchmark and coach your team during field visits
- Create your own Development Diary and Personal Action Plan to help you, your team and your company long after the programme