

# 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:

**1<sup>st</sup> Part** focuses on the core sales management skills required to create and lead a professional sales team.

**2<sup>nd</sup> 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.

For further information visit [tacktmi.co.uk](https://tacktmi.co.uk). If you would like to speak to a member of the team call 01923 897 900 or email [uk@tacktmiglobal.com](mailto:uk@tacktmiglobal.com).

**3 Day Interactive & Practical Course**

**Cost: £1775 - £2025 +VAT**

Visit [tacktmi.co.uk](https://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