

# Sales Management

**Duration:** 16 hours

**Delivery methods:**

- Self-discovery and critique
- Group exploration and facilitator led discussions.
- Practical exercises
- Best practice theory exploration.

**Overview:**

A successful sales manager's job is to provide clear direction and support to his/her team that will enable them to excel and to reach their full potential. Sales managers often rise to this position from a successful career in sales. But the skills required of a successful sales manager are quite different from the skills of a successful salesperson. This is the reason many top salespeople fail as sales managers.

After completing this highly interactive two-day program, participants will understand the responsibilities of a successful sales manager and how it differs from the role of a salesperson. Participants will explore key leadership skills that will help motivate their sales team to excellence. Additionally, participants will learn specialized sales management skills such as sales forecasting, planning, and monitoring.

**Course objectives:**

By the end of this training course participants will be able to:

1. Describe the roles and responsibilities of a sales manager.
2. Use sales plans and targeting techniques to achieve better results from sales team members.
3. Prepare a sales forecast and a sales plan.
4. Using assessment tools, properly observe, evaluate, and give feedback, and set performance development objectives to team members.
5. Create an environment that motivates their sales team to perform at their best.
6. Run more effective sales meetings and morning huddles to inspire, motivate and provide clear direction to sales team members.

## **Target audience**

Sales managers.

## **Course Outline**

### **A Sales Management Primer**

- What is your job?
- What does a sales manager do?
- Sales manager vs. salesman
- The perfect sales person

### **Module 1: A strategic look at sales management**

- Sales management: strategic or tactical
- What are my Critical Success Factors (CSF's)?
- SWOT and PESTLE analysis

### **Module 2: Sales forecasting**

- What is forecasting?
- Forecasting approaches
- Four step process to create a sales forecast

### **Module 3: Sales planning**

- Components of a sales plan
- Putting your plan together
- Questions your sales plan should answer
- Sales planning best practices
- Sales planning skill practice

### **Module 4: Sales performance management**

- Setting sales objectives
- The three step sales performance control plan
- Three guidelines for sales performance evaluations
- Handling the underperforming sales team member.

### **Module 5: Motivating your sales team**

- What motivates us?
- Knowing your team inside out
- Creating a motivating environment for your team
- Motivational tips

### **Module 6: Running effective sales meetings.**

- Effective vs. badly run sales meetings
- Planning your sales meeting sequence
- Successful sales meeting checklist
- Team Huddle vs. Team Meeting

### **Competitive Review Game**