

SSBS031: Sales Management**Overview:**

- Sales management is the attainment of an organisation's sales goals in an effective & efficient manner through planning, staffing, training, leading & controlling organizational resources.
- Revenue, sales, and sources of funds fuel organisations and the management of that process is the most important function.

Duration:

2 days

Aim & Objectives:

This programme has been designed to assist companies in developing their Sales Managers by providing them with the knowledge and skills needed in a Sales Management position. It aims to:

- Improve delegates' knowledge of Sales Management
- Upgrade individuals' management skills
- Improve performance of sales people

Content:

- Motivation
 - Motivating yourself
 - Motivating others
 - Building a Team
 - Leader Attitudes & Qualities for Building a Team
- Time Management
 - Techniques to improve self-worth and productivity
 - Planning to meet results within deadlines
 - Setting Priorities
 - Where do you spend your time?
 - Creating time to lead
 - The art of delegation
- Account Planning
 - Preparation – knowledge of existing and potential clients
 - How do you plan now?
 - How to become a good planner
 - How technical factors effect results
 - How personal factors effect results
 - Developing Action Plan

- Setting Achievable Objectives
 - Objective setting steps
 1. Department objectives
 2. Sale person's objectives and the link
 3. Getting buy-in to objectives
 4. Planning resources and assistance
 5. Setting check-points
- Reviewing and Measuring Objectives
 - Methods for reviewing and measuring
 - Overcoming problem areas
 - Implementing action plans
- Coaching for Performance Improvement
 - Expectations for coaching session
 - Planning the coaching session
 - GROW Coaching Model
 - Interpersonal skills needed for coaching – HEAR Communication Model
- Problem Solving
 - Why problems occur
 - Model for solving problems
 - Practical application to 'live' problem
- Making Meetings Work
 - Purpose of the Sales Meeting
 - Preparation and Planning for the meeting
 - Role of the chairman and attendees
 - Facilitating the Meeting
 - Follow-up of the action points
- Evaluating Personal Skills
 - Knowledge
 - Interpersonal
 - Individual

Benefits:

Company will have Sales Managers who will:

- Achieve their objectives
- Ensure that sales people achieve their objectives
- Have a highly motivated and successful team
- Be able to provide effective, on-the-job coaching
- Identify and correct problem performance
- Command and not demand respect of their sales team