



## EFFECTIVE SALES MANAGEMENT

### Workshop Overview:

Sales managers today find themselves facing challenges far greater than in the past. Not only must they have the most current knowledge of the latest technology, issues and breakthroughs in their industry but they must also possess effective skills in leading the sales team and achieving business results. This interactive workshop develops understanding of the sales management role, then builds skills in communication, forecasting, planning, developing performance standards, delegation, team building, recruitment and managing people. It is designed to assist new and/or experienced sales managers to address these challenges.

### Participants will learn to:

- Acknowledge the challenges the contemporary sales manager faces
- Review their role & responsibilities as sales manager and how this differs from a sales person
- Review the importance of planning and forecasting
- Embrace their role as a leader, leadership style and to understand how this impacts their team
- Understand the importance of building a team and how coaching and counseling feature in this
- Understand the natural behavior style of their team
- Keep their team accountable through the development of the pipeline concept and follow-up
- Review incentive and reward schemes
- Build strategies to enhance their personal effectiveness and the effectiveness of their teams
- Set and achieve accountable performance standards
- Run an effective sales meeting
- Identify keys to enhance their recruitment experience

### Methodology

This program is highly interactive and practice-oriented; special emphasis on group discussions, self-assessment, role plays and case studies. The participants will learn to develop their own sales team strategies and action plans.

**Duration:** Two full days **Language:** English

**Target Group:** Anyone involved in managing or leading a sales team.

Let's discuss how Effective Sales Management training can help your sales leaders change the dynamics of your sales teams and deliver more revenue and a greater customer experience.

Call me or drop me an email to arrange a time for us to catch up

- Tel: +61 (0)409 908 204
- Email: [wayne@waynemoloney.com](mailto:wayne@waynemoloney.com)