

Empowering Performance

A Sales Manager's Guide to Success

Formal

education will

make you a living.

Self-education

will create a great

income. Sales training

will make you a

fortune!

-Chip Wilson, CEO
360Solutions

Selling the most does not define the best sales manager. It is creating a sales force that produces results. Everyday, sales managers are called to lead their teams. Their success depends on their ability to successfully convince others to follow them.

Empowering Performance: A Sales Manager's Guide to Success, is a training program intended for anyone in a sales management position. Whether you are new to sales management or you are looking to fine-tune current management skills. This program teaches sales managers how to create and drive a sales force to achieve remarkable results. Through interaction and skill practice, participants will learn how to hire, retain, motivate, develop and lead a team to achieve the results needed.

What You Will Do

- Gain a clear understanding of the primary responsibilities to increase sales performance.
- Learn how to find, recruit and hire top sales people.
- Identify the most effective ways to coach and develop a sales team.
- Analyze the best ways to coach and develop a sales team.
- Determine ways to motivate a sales force to produce remarkable results.
- Set up systems for measuring performance, setting goals and tracking progress.

A sales manager's success depends upon his team's success. Becoming an effective sales manager takes determination, patience, drive and an undying will to help others succeed. As a sales manager, you will achieve success through effective leadership.

Program Objectives

A major goal of this program is to provide sales managers with the skills necessary to effectively lead a sales team and to identify the key characteristics that will lead to success. The program is divided into five modules, each with specific learning objectives.

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MODULE

1

Learning to Lead Your Sales Team

- Recognize qualities of successful sales people.
- Define your role as a sales manager.
- Understand the qualities of top sales managers.
- Create a common vision for your sales team.
- Execute your plans to accomplish goals.

MODULE

2

Building Your Sales Team

- Identify your hiring needs.
- Assess your company's reputation.
- Discuss where to recruit sales people.
- Determine how to recruit.
- Develop a system to manage your leads.

MODULE

3

Developing Essential Sales Management Skills

- Facilitate effective sales meetings.
- Understand how your employees learn best.
- Define your responsibilities as a coach.
- Recognize challenges coaches face.
- Increase performance through individual development plans.

MODULE

4

Achieving Results as a Sales Manager

- Understand the three basic communication styles.
- Deliver two types of feedback.
- Identify guidelines for delivering effective feedback.
- Recognize the importance of positive and constructive feedback.

MODULE

5

Leading Your Sales Team with Momentum

- Develop S.M.A.R.T. goals.
- Determine what motivates your employees.
- Analyze the differences between logical and emotional benefits.
- Discuss techniques that motivate.
- Identify frustrations as a sales manager.
- Accept responsibility for your own development.