

# Sales Team Leadership

3 Days

This course is designed to bolster the leadership skills of Sales Managers. It's filled with new ideas, processes and techniques to manage a sales team. It focuses on building sales leadership and managerial skills and know-how, because

leading a sales team is different. It has been designed by Sales Managers for Sales Managers and delivered by Australia's leading sales trainers. It gives particular attention to the role of the Sales Manager as a leader in today's fast paced, competitive environment.



The theme for the program is leadership, proactive sales management and taking control.

## World Class Training

For far too long, people have believed that selling is an art. The philosophy has been that 'good sales people need to be given space to perform'. The 'art-factor' surrounds the salesperson's ability to build rapport and therefore relationships. This art (if it is an art and not a skill that can be learnt) can be improved through training and practice, and even so, is only one factor in a successful salesperson's repertoire. It is our proposition that to kick-start a sales performance improvement program a **different type of management** is needed than has been traditionally applied in the sales arena.

On this course sales managers will learn to concentrate on managing their team's sales activity. It is a proposition that success in sales management occurs through a focus on sales activity in three areas. 1) Establishing the correct level of sales activity, 2) Directing sales activity to the right people, 3) Improving the quality of selling activities.

## Learning Outcomes

The prime outcome from this program is a to give Sales Managers the confidence to lead, plan, manage, coach and motivate their sales team.

Accompanying this will be skills and knowledge to develop a sales plan that enables them to demonstrate to their management and to their team that they are in control and willing to be accountable for the success of their team's efforts and results.

## Who Will Benefit

Any experienced member of a sales team whose current or future responsibilities include preparing a sales plan, then leading and managing it through to successful completion.

## Behaviour Profiling

On this course you will learn how to profile yourself, your team members and your customers based on four key behavioural profiles. You will achieve this by first learning your own behavioural preferences, then how to identify similar tendencies in others. Finally, you will learn how to adjust your style to be more effective when managing, selling, coaching, delegating, negotiating, planning and implementing your account strategies.

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## TOPICS

Sales Leadership and Management Today  
Setting the Scene

Behaviour Modelling  
Understanding Self, Behaviours & Others  
Adjusting how you communicate to be more effective

Change Management - Lewin's Model  
The Square Wheels of Continuous Improvement

Planning and Control  
A Sales Plan - A Definition  
The Planning Cycle and the Sales Plan

Using KPIs to Monitor Performance -  
Leading and Lagging Indicators  
Sales Forecasting  
Job Specifications

Accountability  
Sales Performance Audit - Who owns the problem?  
Strategies to Isolate Management Issues Affecting Sales  
Fixing Problems Not Symptoms

Leadership  
Differences between Leader & Manager

How to Motivate Sales People  
Motivating a Sales Team  
Mapping Motivators to Goals

The Power of Delegation  
Delegation Do's and Don'ts  
Self-Assessment  
What is Delegation?  
Five Levels of Delegation

Performance Management & Improvement  
The Performance Management Process  
Goals  
Giving Feedback  
Performance Appraisals  
Planning the Performance Appraisal  
Discussion



Handling Performance Problems  
Performance Management  
Checklists  
Investing Time in the Team  
Who, Where and When  
Coaching in Sales  
The Sales Manager/Coach  
Coaching Skills  
A Sales Coaching Session  
Longer Term Coaching  
Change - Benefits/Consequences  
Technique  
Coaching Problems

**Prerequisite:** You will need to have completed your Everything DISC Management profile prior to attending this course. Attendance at the course requires you to bring along your Everything DISC Management booklet OR a copy of the report produced for you that was prepared electronically, as a result of your having completed your DISC profile on-line. If you do not have this, please contact Ron Pollak Training.

We can organise a tailored Everything DISC Management report for you at a cost of \$245.