

GULF INSTITUTE



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Sales Management Best Practices for Building a World-Class Sales Team

INTRODUCTION

- This fast-paced and comprehensive Sales Management Best Practices training seminar is designed to give sales managers the critical skills they require to recruit, train and motivate a highly-productive sales team. This training seminar focuses on sales management best practices to increase revenue growth through higher sales effectiveness and market penetration. Sales managers will learn how to create a positive environment by implementing recognition and incentive training seminars to build teamwork and promote healthy-competition.
- Topics covered in this Sales Management Best Practices training seminar range from motivation to goal setting, to recruiting and retention strategies, to presentation skills and handling objections. Attending this Sales Management training seminar is a smart business decision that will pay big dividends in terms of improved team morale, greater sales effectiveness and increased customer satisfaction. Delegates will walk away from this 5-day training seminar with a specific action plan and the tools they need to lead a world-class sales team!

This training seminar will highlight:

- Best practices for recruiting and interviewing top salespeople
- Goal setting, sales planning and new business development
- Sales leadership and team motivation
- Training, mentoring and coaching skills
- Negotiation strategies and handling sales objections

OBJECTIVES

At the end of this training seminar, you will learn to:

- Design a “customer-focused” sales presentation
- Apply best practices for conducting individual and team performance reviews
- Implement a strategy to optimize key accounts and market penetration
- Develop the skills to better motivate and lead sales team members
- Conduct productive sales training and administrative meetings

TRAINING METHODOLOGY

- This Sales Management Best Practices training course encourages delegate participation through a combination of lectures, group discussion, practical exercises, case studies, video clips, and breakout sessions designed to reinforce new skills.

ORGANISATIONAL IMPACT

- This Sales Management Best Practices training course will give your sales managers the leadership skills and best practices they require to increase sales effectiveness and profitability.

Benefits to the organisation include:

- Streamlined process for recruiting, interviewing and training salespeople
- Enhanced professionalism image in the marketplace
- Increased revenue growth through higher sales effectiveness
- Higher level of team morale and reduced employee turnover
- Improved customer satisfaction and retention
- Expanded market penetration through greater sales territory management

PERSONAL IMPACT

- This training course gives participants the sales management best practices to lead a highly-successful sales team.

By the end of this training course, participants will:

- Be able to use listening and questioning skills to improve communication effectiveness
- Have the persuasion skills to negotiate win-win outcomes
- Know how to train, coach and mentor salespeople to increase sales
- Understand the strengths and weaknesses of their leadership style
- Have the tools to recruit and retain successful salespeople
- Be able to use recognition and reward programmes to build teamwork

WHO SHOULD ATTEND?

This training course is suitable to a wide range of professionals but will greatly benefit:

- Sales and Marketing Managers
- Sales and Marketing Directors
- Sales Trainers
- Salespeople Transitioning into Sales Management

Course Outline

Leadership and Communication Skills Development

- 7 Leadership Traits of Highly-successful Sales Managers
- Identifying and Overcoming Communication Barriers in the Workplace
- Enhanced Listening and Questioning skills to Improve Communication

Improving Sales Team Effectiveness

- Understanding Consumer Behavior: 5 Reasons Customers Don't Buy
- Dr. Cialdini's Principles of Persuasion
- Designing a Powerful "customer-focused" Sales Presentation
- Techniques for Maintaining Your Customer's Interest and Involvement
- Step-by-Step Process for Effectively Handling Customer Objections
- Territory and Key Account Management to Maximize Market Penetration
- New Business Development Planning

Principles for Recruiting and Retaining a High-Caliber Sales Team

- Characteristics of Successful Salespeople
- Recruiting Top-producing Sales Professionals
- The Importance of Pre-interview Preparation and Planning
- Best Practices for the Interviewing and Hiring Process
- Is your sales team ready for takeoff?
- Applying Team Building Principles

Best Practices to Reward and Motivate Your Sales Team

- The Impact of a Positive Mental Attitude
- Factors that Motivate and Demotivate People
- Sales Contest Ideas to Increase Sales and Promote Teamwork
- How to Turnaround Under-performing Salespeople
- Keys in Conducting Effective Sales Meetings
- Designing Award and Recognition Programmes

Essential Coaching and Mentoring Skills

- Goals Setting Principles for Continuous Improvement
- Handling the Negative Impact of Rejection and Setbacks
- Mentoring and Coaching Salespeople to Achieve Peak-performance
- Change Management Best Practices
- How to Manage Your Time to Increase Daily Productivity
- What is your Action Plan?

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