



Sales management

Developing the skills to successfully manage your sales team is critical. Your sales team are the face of your business, responsible for achieving challenging targets, business growth and customer delight. To achieve these business results, you need the skills to lead, motivate and coach this extraordinary team of driven, energised, focussed, competitive, busy and demanding people.

Around 2 hours • Face-to-face or virtual • Typically 4-15 participants • Supported by course notes • Interactive

Key course elements

Sales Management Model

- A model to help you navigate the challenges of managing a diverse team of people with a diverse range of skills and abilities

Feedback and Coaching

- Simple feedback and coaching models to help you develop your team
- When and how to use sales coaching - territory, account, opportunity and call management

Sales Team Meetings

- How to prepare and run effective sales team meetings – objectives, agendas and keeping on track
- Inspire and motivate your team and get them to contribute to your meetings
- Action items and next steps

Participants will learn to...

- Identify where your team are in relation to a specific task and know how to manage them appropriately
- Deliver objective feedback that nurtures growth and personal development
- Run rewarding coaching sessions that inspire growth and personal development
- Know the most impactful activities to coach
- Run productive and efficient sales team meetings that deliver results