




Sample Program

The following course outline is an example of a program we developed and continue to run for a large global company with over 200,000 employees. It was designed specifically for frontline sales managers.







The program is designed to develop the wide ranging skills required for Sales Managers to be effective in their roles. It's possible that some elements are not relevant for all Sales Managers, depending on their specific role and responsibilities. We therefore always seek to customise and adapt materials appropriately, ensuring relevant branding, content, case studies and examples.

Please therefore consider the following as an example of some of the topics we can deliver focused on Sales Management.

Day 1 AM		
1	<p>Sales Management Today</p> 	<p>What IS management The Responsibilities of a Sales Manager</p> <ul style="list-style-type: none"> • Leadership • Monitoring and Measurement • Coaching and Skill Development • Communication • Initiative • Empowering others
2	<p>Where does it go wrong?</p> 	<p>Common Manager Mistakes</p> <ul style="list-style-type: none"> • Over Controlling • Being Managed from below • Failing to plan ahead • Not reading the warning signs
Day 1 PM		
3	<p>What do Managers DO</p> 	<p>Planning & Budgeting</p> <ul style="list-style-type: none"> • Territory Strategies • Pipeline Management • Target setting <p>Organising</p> <ul style="list-style-type: none"> • Right Person - Right Role • Meetings and Office time • Paperwork and Communication tools <p>Controlling</p> <ul style="list-style-type: none"> • Monitoring Performance • Managing Performance • Business Tools to assist in control • Information Control



Sales Management Program – Days 2 and 3

Day 2 AM		
1	<p>Building Skills</p> 	<p>Coaching</p> <ul style="list-style-type: none"> • On the Job • Training <p>Delegation</p> <ul style="list-style-type: none"> • What and Why • Developing and Retaining Talent
2	<p>Motivation & Reward</p> 	<p>Motivation</p> <ul style="list-style-type: none"> • Individual Hot Buttons • Hertzberg • Hygiene Factors • Discretionary Effort <p>Reward</p> <ul style="list-style-type: none"> • What and How • Frequency • Competitions
Day 2 PM		
3	<p>Leading</p> 	<p>Leadership Behaviours</p> <ul style="list-style-type: none"> • Leading Vs Managing - Which to use when • 5th Level leadership • Video Clip – Gladiator • Integrity • Courage • Self-awareness
Day 3 AM		
1	<p>Managing</p> 	<p>Managing Upwards</p> <ul style="list-style-type: none"> • Key Deliverables • Knowing what is Important • Relationship Management • Navigating Organisational Politics • Communication and Meetings
Day 3 PM		
3	<p>Conflict</p> 	<p>Managing Conflict</p> <ul style="list-style-type: none"> • Types of Conflict • Critical Conversations • Conflict Resolution Strategies
4	<p>Performance</p> 	<p>Managing Underperformers</p> <ul style="list-style-type: none"> • Values • Procedures • Performance Coaching incl. HR support

