



PERSONAL SALES COACHING

The new Sales Manager

Synopsis: - When we promote our best sales team performers to managers it is not without risk. The knowledge and skill set required to be an effective manager are very different to those needed to be a top performing sales person. This half day programme will start the process of developing the knowledge, skills and strategies required to transform the sales person into a productive and effective sales manager.

The new sales manager is most vulnerable and in need of support in the early days of any appointment or promotion. To ensure that the manager hits the ground running or at least confident to take the correct action, it is crucial that they have a support function. This half day course will leave this new manager with a solid grounding in process and structure of what sales management really is together with practical coaching on techniques to get the best out of his or her "new team".

Typical timings:

- 9.00-9.15 Introduction and determination of existing skill set and what effective management looks like
- 9.15-10.30 Where does new business come from and how should it be monitored and reported, to include corrective actions, customer activity timeline
- 10.30-11.00 Analysis of existing clients being called, conversion ratios for successful call/sales, top performing areas/individuals and reward V areas of weakness and taking action
- 11.15-11.45 When to coach V when to mentor your team
- 11.45-12-15 Running the sales team meetings - how to survive them and maximise the benefits
- 12.15-12.45 Growing your team - patterns for long term recruitment and avoiding expensive mistakes
- 12.45-1.00 Summarise, review objectives, next steps as required

On completion of this half day new sales manager course, the delegate will have a clear vision of the hard actions like reporting and pipeline management as well as the softer managerial skills of motivating the wider team and raising their performance.

Email keith@ktaluk.com / Mobile 07951 057645 (For details)