

Comprehensive Sales Management



Sales Readiness Group

Program Agenda

Comprehensive Sales Management is a sales leadership development program that provides frontline sales managers with the skills, knowledge and tools they need to achieve great sales results from their sales teams. Sales managers learn critical sales management skills, including:

Sales Leadership

- ▶ Creating a sales vision
- ▶ Influencing the sales team
- ▶ Decision making
- ▶ Personal abilities

Managing Sales Performance

- ▶ Sales performance system, including ten critical success factors of sales performance and 40 sales competencies
- ▶ Assessing your team
- ▶ Monitoring performance indicators for gains/gaps
- ▶ Determining causes of performance gaps
- ▶ Taking sales management action
- ▶ Pipeline management

Sales Coaching and Counseling

- ▶ Strategic vs. tactical coaching
- ▶ Developing a coaching plan
- ▶ Allocating coaching time
- ▶ Observing the sales call
- ▶ Conducting a coaching conference
- ▶ Counseling underperformers for improved performance

Recruiting Sales Stars

- ▶ Developing a "failsafe" hiring process
- ▶ Using the STAR profile to define skills, behaviors and competencies of winning sales professionals
- ▶ Screening-in the best candidates
- ▶ Conducting effective interviews using STAR questions

Is your sales force ready?

Who Will Benefit

Experienced and newly promoted Sales Managers.

Delivery Options

- Instructor-led classroom
- Instructor-led online
- Group coaching
- One-to-one coaching
- Train-the-trainer

Program Materials

Workshop manuals, reinforcement and sales management tools.

Learning Methods

Interactive, scenario-based learning, including exercises, case studies and role plays.

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