



Sales Readiness Group

# Managing Sales Performance

## SALES LEADERSHIP SERIES

**Managing Sales Performance** is a program that provides sales managers with the skills, knowledge and tools to manage performance, accelerate sales growth and minimize turnover. This program helps sales managers establish performance expectations, identify gains and gaps in performance and their probable causes, and identify the most productive actions to improve and reinforce performance.

**Without consistent and structured management** of a sales team, a sales manager risks sales results that fall far below the team's potential and below the company's plan. Sales professionals who are not given clear and achievable expectations, and are not helped with corrective actions when needed end up frustrated, demoralized and in some cases, quit. Sales managers that provide a structured yet flexible process for performance management will keep their teams motivated and productive, and minimize turnover.

**Managing Sales Performance** helps sales managers achieve better results through their direct reports by providing a systematic and structured approach to sales management.

**Managing Sales Performance** modules and topics include:

- Recognizing performance "warning signs and symptoms" before they become sales performance problems
- Measuring performance against 10 critical sales process success factors
- Developing team members by identifying gains and gaps in performance
- Determining root causes of performance problems and using appropriate sales management actions to improve them
- Creating Development Action Plans for direct reports

*Sales Readiness Group solutions are tailored to the exact requirements, culture, and challenges of your organization.*

## Program Delivery

- Group Workshops
- One-on-One Coaching
- Group Coaching
- Web-Based Synchronous Sessions
- Train the Trainer

## More Sales Leadership Programs

- Sales Leadership
- Recruiting and Selecting Stars
- Counseling for Improved Performance
- Sales Coaching
- Precision Leadership Coaching
- Comprehensive Sales Management

### Sales Readiness Group, Inc.

Sales Readiness Group provides clients with customized solutions that improve sales performance, develop sales leaders who inspire and drive great results, and build more effective sales organizations.

8015 SE 28th Street, Suite 206, Mercer Island, WA 98040, Toll Free: 1-800-490-0715

info@salesreadinessgroup.com, <http://www.SalesReadinessGroup.com>



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