



# Comprehensive Sales Management: Managing Sales Performance



Sales Readiness Group

## Content Overview

To effectively manage performance, accelerate sales growth, and minimize turnover, sales managers need a systematic approach to managing sales teams.

**Managing Sales Performance** helps sales managers achieve better results by managing performance with a behavior based sales management system. This program provides sales managers with the skills and tools they need to establish expectations, identify gains and gaps in performance and understand their causes, and identify specific actions to improve performance. Sales managers will learn critical management skills, including:

### Role of the Sales Manager in a High-Performing Organization

- ▶ Understanding the role of a sales manager in the sales organization
- ▶ Identifying the characteristics of a high-performing sales organization
- ▶ Role of a performance partnership in a high performing sales organization
- ▶ How to create performance partnerships with sales reps

### Managing Behaviors and Results

- ▶ Distinguishing between behaviors and results
- ▶ Benefits of using a behavior based management system
- ▶ Defining performance to include both behaviors and results

### Implementing a Sales Performance System

- ▶ Benefits of a systematic approach to managing sales teams
- ▶ Overview of the Sales Performance System
- ▶ Monitoring 10 Critical Success Factors for better sales results
- ▶ Establishing performance expectations
- ▶ How to monitor Critical Success Factors
- ▶ Identifying Performance Indicators that are associated with each Critical Success Factor
- ▶ Monitoring gains and gaps in sales performance
- ▶ Introduction to Sales Team Performance Analysis
- ▶ Determining causes of performance gaps
- ▶ Distinguishing between causes that are specific to the sales rep vs. causes outside of their control
- ▶ Distinguishing between behaviors and judgments when monitoring a sales rep's performance and providing feedback
- ▶ Taking appropriate management actions to reinforce gains or eliminate gaps
- ▶ Using Sales Performance Causes/Actions decision tool
- ▶ Factors in setting priorities for management actions
- ▶ Using Development Action Plans and Sales Team Performance Analysis tools

### Who Will Benefit

Experienced and newly promoted front-line sales managers.

### Workshop Agenda

Two hours.

### Delivery Method

Live virtual classroom.

### Program Materials

Participant workbook and sales management tools, including Sales Performance System, Sales Team Performance Analysis, Causes/Actions Flow chart, and Sales Associate Development Action Plan.

### The Complete Comprehensive Sales Management Program:

- ▶ Managing Sales Performance
- ▶ Recruiting & Selecting STARS
- ▶ Sales Coaching
- ▶ Sales Leadership

**Sales Readiness Group** is the only sales training company to offer a true classroom experience online.

Our interactive, instructor-led virtual classrooms offer the most affordable and convenient way to provide your sales managers and salespeople with effective training programs.

Contact us now to learn more about how our innovative virtual delivery and award-winning content can improve the performance of your sales team.