

Sales Team Management

Introduction

Many of those new to sales management initially struggle in the role - often, they have been colleagues of those they are now managing, and managing salespeople is unlike other management roles. For example, 80% of a Sales Manager's time should be spent coaching and developing their people, to ensure they achieve targets. However, if a Sales Manager has no understanding of how to coach, what to coach against, how to set and monitor targets or what a coaching plan should look like, then their time will not be well-spent.

Objectives

By the end of this course participants will be able to:

- Explain the core principles of sales management
- Evaluate their impact on the profitability of their teams
- Develop the coaching style required for excellence within their sales team
- Explain the importance and skill of motivating and inspiring their team for improved performance
- Assess what constitutes poor performance
- Demonstrate how to tackle poor performance in a way that is fair and leads to improved results and achievement
- Construct ambitious but realistic plans, targets and forecasts to achieve high performance from your team
- Practice and receive feedback on their usage of the core skills
- Draw up an action plan for managing their sales force effectively immediately after the course

Content

A sample of what is covered includes:

The Role of the Sales Manager

- A Sales Manager's job functions
- Understanding clearly what is expected of you - what is expected and also what is needed
- Qualities and characteristics of the dynamic and successful sales manager
- The unique challenges of sales management
- Managing those you used to work with
- Understanding your own leadership style and how it needs to be tailored to suit different situations and personalities

Setting Target and Strategy

- SMART Goals
- Team and individual objectives and targets
- Principles and characteristics of successful sales strategy
- Searching for new business opportunities in the market place
- Identifying and challenging your current structures and processes
- Planning and forecasting systems, budgets and targets for enhanced sales performance

Measuring and Managing Sales Performance

- Measurement and management tools
- Performance review action planning
- Monitoring the sales operation and maintaining control
- Measuring sales performance and results against objectives and targets

Coaching the Sales Team

- Why coaching is the most powerful developmental tool
- How to coach - GROW process
- Developing a sales process template to coach against
- Drawing up a coaching plan to cover the whole team
- Running a coaching session
- Dealing with poor performance

Motivating the Sales Team

- Motivational theories: McGregor, Hertzberg and Maslow
- Drawing up a motivational plan for the whole team
- Enthusing and motivating your team at all times

Planning for and Running Sales Meetings

- The criticality of productive and motivational meetings
- Content and agenda
- Who should say and do what?
- Using your improved people skills to conduct successful meetings

