

Singapore (Head Office):

One Fullerton, 1 Fullerton Road, Level 2, Singapore 049213

Tel: 65143217/20 Fax: 62415955 Email: accounts@trustedu.com Website: www.trustedu.com**Branches:****Philippines:** Unit 3-B Nicolas Bldg., Quirino Avenue, 8000 Davao City**Lao:** Unit 21, Sisungvone Village, Saysetha Dist, Vientiane**Vietnam:** 21st Floor Capital Tower, 109 Tran Hung Dao St. Hoan Kiem Dist. Hanoi Vietnam**Cambodia:** #54, Street 63 Daun Penh, Phnom Penh, Cambodia**MANAGEMENT SKILLS WORKSHOP – COURSE INFORMATION**

EFFECTIVE SALES MANAGEMENT

- ❑ Ten qualities of a winning sales manager
- ❑ How to motivate and manage your salespeople
- ❑ How to design quotas and incentives to help your company achieve its goals
- ❑ Workable solutions to common performance problems

What is the Course About?

The sales manager holds a crucial job. In addition to building sales, successful sales managers also significantly contribute to the bottom line of their companies. In this course you will learn that successful sales people are those who have simply learned to bring out the best in people they manage. Successful sales managers know that the needs of the business are best met when the needs of the individuals they manage are met. Through this course, you will learn how to inspire co-workers to generate excellent sales figures, and create efficient and effective solutions that will solve the various sales issues faced.



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The objectives of this course are:

1. To show how to recruit a successful sales team
2. To explain sales training
3. To explain strategies for motivating salespeople
4. To discuss evaluation techniques

WHO SHOULD ATTEND: This workshop is essential for all Team Leaders, Supervisors, Executives, and all other responsible staff

DURATION: 2 days (can be customized to 1 or 3 days)

SUPPLIED MATERIALS: Participant Reference Guide, Practical Exercises, and Personality Profile Assessment Guide

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EFFECTIVE SALES MANAGEMENT

Contents

Part 1: What Sales Management Is All About

- ❑ Setting Your Objectives
- ❑ Ten Qualities Of A Winning Sales Manager
- ❑ Becoming A Sales Manager
- ❑ What Successful Sales Managers Do
- ❑ What Successful Sales Managers Don't Do
- ❑ Time Management
- ❑ Am I Right For Sales Management?
- ❑ Self-Assessment

Part 2: Recruiting

- ❑ Beginning Your Search
- ❑ Selecting Your Sales Team: Exercise
- ❑ Conducting The Interview
- ❑ Evaluating Candidates
- ❑ Hiring And The Law
- ❑ Making The Hiring Decision
- ❑ Making The Offer
- ❑ Case Study: The Turnover Dilemma
- ❑ Checking References

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Part 3: Training

- ❑ Getting Off To A Good Start
- ❑ Putting Your Training Plan Together
- ❑ Keys To Training Salespeople
- ❑ A Two Day Training Program
- ❑ Exercise: Training Salespeople
- ❑ Rate Yourself As A Sales Trainer
- ❑ Training Never Ends

Part 4: Motivating And Managing Salespeople

- ❑ Positive Motivation
- ❑ Set a Good Example
- ❑ Concentrate On Productivity
- ❑ Prospecting
- ❑ Closing
- ❑ How To Sustain High Performance
- ❑ Sales Manager's Troubleshooting Guide
- ❑ Self-Assessment
- ❑ Fostering A High Productivity Environment
- ❑ Quotas And Incentives

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Part 5: Evaluating That Sales Team

- ❑ Communication
- ❑ How To Conduct A Performance Appraisal
- ❑ A Performance Appraisal Check List For Managers
- ❑ Following Up – Three Suggestions
- ❑ Two Keys To Superior Performance
- ❑ Recognizing And Addressing Problems
- ❑ Compensation Guidelines
- ❑ Correcting/Adjusting Compensation
- ❑ Terminations

Part 6: Some Final Thoughts

- ❑ Some Final Thoughts
- ❑ Moving From Succeed To Excel
- ❑ Your Attitude Can Move You To Greatness
- ❑ Voice Of Experience
- ❑ Rewards For Top Achievers
- ❑ Self-Assessment
- ❑ Develop A Personal Action Plan
- ❑ Growing As A Sales Manager
- ❑ The Perfect Sales Manager

