

MANAGING SALES SUCCESS COURSE OUTLINE: 3 DAYS

For existing Sales Managers who are looking to review their skills and take them to the next level.

OBJECTIVES	
<ol style="list-style-type: none"> 1. Define sales management and develop the skills required to be an effective manager and coach 2. Identify the skills and tools for monitoring and measuring performance 3. Develop skills for effective feedback and coaching 4. Create a personal action plan for change and improvement 	
CONTENT	
SESSION 1: Introduction <ul style="list-style-type: none"> ▪ Introductions ▪ Course objectives ▪ Housekeeping ▪ Overview 	SESSION 5: Reviewing and Developing Performance <ul style="list-style-type: none"> ▪ Tips for effective performance reviews ▪ Monitoring ongoing personal development ▪ Influencing behaviour with the coaching process ▪ Transferring ownership to the individual
SESSION 2: Managing The Sales Process <ul style="list-style-type: none"> ▪ The role of the Sales Manager ▪ The Sales Platform ▪ The Q.Q.D. Model: Measuring quality, quantity and direction of effort and results ▪ Defining S.M.A.R.T. objectives ▪ Agreeing key performance measures 	SESSION 6: Coaching to Improve Performance <ul style="list-style-type: none"> ▪ Moving from manager to coach ▪ Giving feedback – motivational and developmental ▪ Identifying potential for improvement ▪ Applying Funnel Technique in Coaching ▪ Evaluating options for improvement
SESSION 3: Advanced Communication Skills <ul style="list-style-type: none"> ▪ Questioning using Funnel Techniques ▪ Effective listening techniques ▪ Positive and partnership language ▪ Creating personal impact with your voice ▪ The importance of body language 	SESSION 7: Coaching Skills in Practise <ul style="list-style-type: none"> ▪ Coaching using checklists and performance criteria ▪ Coaching practise with feedback
SESSION 4: Delegating to Achieve Better Results <ul style="list-style-type: none"> ▪ Defining delegation – relevance as a management tool ▪ Obstacles to effective delegation ▪ Determining what to delegate ▪ How to delegate safely 	SESSION 8: Summary <ul style="list-style-type: none"> ▪ Summary ▪ Q&A session ▪ Action planning ▪ Evaluation

**TO BOOK A PLACE ON THIS COURSE OR FOR FURTHER INFORMATION,
PLEASE CALL THE HJS PEOPLE TEAM ON 02380 234222.**

12 - 14 Carlton Place | Southampton | Hampshire | SO15 2EA
t: 023 8023 4222 f: 023 8023 4888 e: info@hissolutions.co.uk