

Managing Sales Performance

Lead from back and let others feel they are in front

- Nelson Mandela

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Today's sales team looks up to its manager for much more than knowledge about products, markets and customers. The manager of today must demonstrate the 'know how' and the 'know why' of his craft. And, be a willing coach rather than a dominant boss. He needs to work alongside the team and not isolate them from decision making. Understanding technology is key. Accepting his vulnerability would be a valued attribute... in short, management by support.

Course Objectives

Understanding the structured process of sales management | Steering and managing sales performance | Learning the framework to leading sales teams for short term and long term results.

Who can attend?

Branch managers, Area managers, Regional managers.

People newly promoted to, or to be promoted to sales manager positions.

Course Coverage

Leading and managing the Sales Team

- Sales Management - The resource under the command of the sales manager
- Improving Sales Performance - The Result, Activity, Competency (RAC) model
- The robustness of results targeting
- The criticality of results, effort and activity management

Building the market base

- The short term vs. medium term activity focus
- The Mercuri sales platform™ concept
- Steering, planning, reviewing and managing the pipeline
- Principle behind sales forecasting & opportunity closure
- Activity management for large order pipeline
- Sales Manager as an effort and activity manager
- Creating a medium term and short term review and maximizing through the sales leadership process

Leadership Development through Continuous Capability Improvement

- Managing vs Coaching
- The mindset of being a coach
- Coaching for performance
- Establishing a coaching process and system
- Creating a coaching culture

Building a motivated team

- Motivation vs 'en masse' enthusiasm
- The principle behind motivation
- Motivation through development



3 Steps of the course

1

Before arriving for the course

- A case analysis
- A set of readouts
- A self-assessment on Sales Management

2

During the Course

- Concepts, tools, application
- A certification test at the end of the course
- Individual Action Plan

3

4 - 6 Weeks after the course

- A one hour telephone / Skype review
- Once a month (for 3 months) special readouts on developing managerial and leadership capabilities with reinforcing learning

- Marking of the test results and certifying towards 'MANAGING SALES PERFORMANCE' PROCESS, SKILLS AND ORIENTATION'