

# Two-Day Workshop The Sales Managers Masterclass

A workshop for sales managers who want  
to build a high performance sales team



The Sales Managers role is to develop a highly and productive sales force.  
In the end, nothing else will matter

## Course Venue and Dates

London Heathrow 2<sup>nd</sup> - 3<sup>rd</sup> December 2009

Fee £895 stg

(Fee includes personal workbook, morning coffee, lunch and afternoon tea)

**Presented**

**By**

**sales**xcellence

**Call Free Phone 0800 328 0702 to enrol**

# The Sales Managers Masterclass



**When we promote our best sales people into management it is not without risk.**

The knowledge and skills necessary to be a good manager are different than those needed to be a top sales producer.

The Sales Managers Workshop focuses on developing the knowledge, skills and strategies necessary to transform a sales team into a dynamic, productive force.

The Sales Manager's role is successful to the extent to which he or she is able to develop a highly skilled and productive sales force. In the end nothing else will matter.

**S**uccessful sales management is measured by your ability to monitor and support your sales team's efforts and activities. This means:

- ◆ Knowing how often clients or customers are being called upon
- ◆ Knowing how well your team is performing on the sales calls and being able to identify areas of strength to be capitalised on and weaknesses to be addressed
- ◆ Knowing how much business is being generated and the degree of effort and time associated with new custom development
- ◆ Know why your top performer is so successful and how to help lesser performing people.
- ◆ Knowing that all customer activity information and data generated by your team is collected and stored, retaining this valuable information in the event of staff leaving.

These are just some of the important issues involved in successful sales management taught and discussed on this workshop.

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**Sales Success depends on the management and performance of your sales team. This two-day workshop will help you build a high performing sales team.**

## Do you have a High Performing Sales Team in place?

- ◆ How many customer contacts did your sales team make last month?
- ◆ What was the percentage breakdown of successful vs. unsuccessful and ongoing calls?
- ◆ How many perspective new customers were contacted last week by each of your sales team?
- ◆ Can you trace the call activity history of every customer contact made by any given representative over the past 12 months

If you can answer most of the above questions, chances are you may have the basics of a good sales management system in place.

Participants will learn:

- **Selection and Recruitment**
  - Identify High Potential Candidates
  - Uncover key characteristics associated with top producers
  - Match selling skills models and styles
- **Sales Coach**
  - Know "what" to coach - Sales Diagnostic Questionnaire
  - Know "how" to coach using a brief six step coaching model
- **Career Path**
  - Reduce burn-out, off peak productivity and costly turnover
  - Keep top producers producing
  - Develop a career path for Sales Professionals
- **Leading and Motivating**
  - Establish a strong achievement driven sales culture
  - Create a motivational environment
  - ignite and unify a singleness of purpose
- **Sales Planning and Forecasting**
  - Project future sales utilising multiple cross checking techniques
- **Time and Territory Management**

### *Who should attend?*

Sales managers, who want to refine sales planning techniques, build leadership skills and become more powerful decision makers, motivators, communicators, coaches and counsellors. Newly appointed or prospective sales managers who need the tools to respond to customer, team and company needs.

The workshop runs from 9:15 am to 5:15 pm each day fee includes your own personal workbook to build your management ideas that ensure your success in managing your sales team, morning tea, lunch and afternoon coffee.

*(Fee includes personal workbook, morning coffee, lunch and afternoon tea)*

### *Your Trainer*

**Colly Graham** formed Graham Associates (now known as SalesXcellence in 1996 after thirty years experience in telephone, field sales and sales management. First working for a Fortune 500 company in fast moving consumer goods, his career progressed from selling capital equipment, financial services to internet services, with a wide management experience in both telephone and field sales. Colly brings thirty years of practical experience of selling and his ability to empathise with sales people and establish immediate rapport and credibility as a trainer. A licensed practitioner of NLP Colly trained with Richard Bandler in 1998. As CEO of SalesXcellence.com has trained and consulted with over three hundred companies since the formation of the company.



# The Sales Managers Masterclass Booking Form

To ensure places in this workshop or to request further information please complete the appropriate sections below and fax this to (UK) 028 2563 8051, or email us at [bookings@salesexcellence.com](mailto:bookings@salesexcellence.com)

*For further information call us on Free Phone 0800 328 702*

**Course: Sales Manager's Workshop Fee £895**

**Venue and Dates: London Heathrow 2<sup>nd</sup> - 3<sup>rd</sup> December 2009**

Delegate Name

Delegate Name

Contact Name

Position

Telephone No.

Email

## **Invoicing Details**

Company Name

Address 1

Address 2

Town

Post Code

Purchase Order No. ....

Signature .....

Please Contact me regarding the following:

In-house Training

Consultancy

Sales Audit

Please note that on all public workshops payment is required by the morning of the course. We will fax you joining instructions and your invoice seven days prior to the workshop. Cancellations received within seven days of course commencement cannot be accepted, we will however allow a substitute delegate to attend. Cancellations outside of seven days may transfer to the next course.