



**Custom
Learning
Solutions Inc.**

Creating High Performance Organizations

Empowering Performance A Sales Manager's Guide to Success

“Formal education
will make you a living.
Self-education will
create a great income.
Sales Training
will make you
a fortune!”

—Chip Wilson, CEO
360 Solutions

Being the best sales manager is not single handedly selling the most; it is creating a sales force that produces results. Every day, sales managers are called to lead their teams. Their success depends on their ability to successfully get others to follow them.

Empowering Performance: A Sales Manager's Guide to Success is a training program intended for anyone in a sales management position, whether new to sales management or looking to fine-tune current management skills. This program teaches sales managers how to create and drive a sales force to achieve remarkable results. Through interaction and skill practice participants will learn how to hire, retain, motivate, develop, and lead a team to achieve the results needed.

WHAT YOU WILL DO:

- Gain a clear understanding of the primary responsibilities to increase sales performance.
- Learn how to find, recruit and hire top salespeople.
- Identify the most effective ways to coach and develop a sales team.
- Analyze the best ways to communicate with sales staff for optimum performance.
- Determine ways to motivate a sales force to produce remarkable results.
- Set up systems for measuring performance, setting goals and tracking progress.

A sales manager's success depends upon his team's success. Becoming an effective sales manager takes determination, patience, drive, and an undying will to help others succeed. As a sales manager, you will achieve success through effective leadership.

PROGRAM OBJECTIVES

A major goal of this program is to provide sales managers with the skills necessary to effectively lead a sales team and to identify the key characteristics that will lead to success. The program is divided into five modules, each with specific learning objectives.

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Empowering Performance

A Sales Manager's

Guide to Success

MODULE 1 Learning to Lead Your Sales Team

1

- Recognize qualities of successful salespeople.
- Define your role as a sales manager.
- Understand the qualities of top sales managers.
- Create a common vision for your sales team.
- Execute your plans to accomplish goals.

MODULE 2 Building Your Sales Team

2

- Identify your hiring needs.
- Assess your company's reputation.
- Discuss where to recruit salespeople.
- Determine how to recruit.
- Develop a system to manage your leads.

MODULE 3 Developing Essential Sales Management Skills

3

- Facilitate effective sales meetings.
- Understand how your employees learn best.
- Define your responsibilities as a coach.
- Recognize challenges coaches face.
- Increase performance through individual development plans.

MODULE 4 Achieving Results as a Sales Manager

4

- Understand the three basic communication styles.
- Deliver two types of feedback.
- Identify guidelines for delivering effective feedback.
- Recognize the importance of positive and constructive feedback.

MODULE 5 Leading Your Sales Team with Momentum

5

- Develop S.M.A.R.T. goals.
- Determine what motivates your employees.
- Analyze differences between logical and emotional benefits.
- Discuss techniques that motivate.
- Identify frustrations as a sales manager.
- Accept responsibility for your development.