



Sales Management Program

Are you responsible for managing sales teams in a dynamic competitive environment?

Do you need to coach and lead your people to ensure new personal bests are achieved?

Is it important to you to retain your best people while keeping them committed and motivated to your goals and targets?

If you are looking to improve your performance in these key areas of sales management, you need the BEST Sales Management program.

The word BEST is a mnemonic for the four essential steps in the BEST Sales Management System. Once learned, they are never forgotten. They can form the basis for valuable coaching, for useful self measurement and for realistic quality assessment.

The BEST Sales Management program was devised especially for managers, coaches and team leaders in conjunction with various industry experts, to enable them to effectively build performance of their inbound or outbound sales teams.

Key features of the program include:

- The Key Success Areas of successful sales management
- The results/people balance
- Organisational and personal goal setting
- Values alignment and orientation for team achievement
- Team generated solutions
- Strategic communication skills
- The BEST Coaching System
- STRETCHING your team for new personal best's
- Giving constructive feedback, guidance and direction
- Goals based time management

Managers emerge with a clearer awareness of what is required from them in their role beyond their specific task objectives; stronger knowledge of how to get the best out of themselves and their people, and increased self confidence in direction and capabilities.

PROGRAM DESIGN

This program can be conducted as an intensive one day workshop, or it can be integrated with the BEST Leadership Development program with scheduled follow-up sessions to de-brief and coach for full support in shifting both personal and organisational behaviour.

TRAINING METHODOLOGY

Workshops can be conducted for up to 15 participants, who will be divided into smaller clusters for group activities. The minimum effective group size is 8-10, as much learning takes place from participant participation.

Equipment used is kept to a minimum, to allow real-time discussion and involvement; flip charts and workbooks are the norm.

The entire program is lively, interactive and enriching, providing valuable discovery-learning processes in a collaborative environment.

The program may be conducted either in-house or off-premises. A weekend or mid-week retreat can be an excellent forum for your busy management team to develop their skills away from the workplace.