



Business success through people

Successful Sales Team Management

Course overview

This results orientated workshop will give you the technical skills, personnel management systems and motivational tools to help you achieve outstanding sales team performance. Learn how to recruit, train, develop and appraise the sales people in your team. Gain key insights on planning, motivating, leading, organizing and controlling your sales team for maximum profits.

Course duration: 2 days

Program

- Roles and functions of the sales manager
- Recruitment and selection
- Training and development
- Staff appraisal tools
- Motivation and communication · Leadership and delegation
- Sales planning
- Reporting and control

You will learn

How all the functions of sales manager interrelate

How to recruit the right people

Different management styles for different situations

Cutting edge sales planning techniques How to run effective sales meetings

Who will benefit

- Sales managers
- Business development managers · Future sales managers
- Human resource managers
- Trainers
- General Managers
- Telesales managers
- Sales directors

Participants will complete individual questionnaires, group exercises and a number of case studies during the course.