

Example Training Programme

This information is for indication purposes only. We design programmes to your specific business requirements to help you and your staff achieve your business goals.

Sales Management

Background

Each sales management programme would be specific to the business sector in which the company operates and the products it sells, specifically if in a regulated environment. We would explore the option of dividing the learning programme into sections, to enable any learning to be consolidated. This also allows managers to agree realistic / live challenges in between each session.

Typically, a combination of the following topics are covered.

Pre Workshop

- Welcome phone call or conversation with either all or sample selection of attendees to explore their expectations and objectives for the programme
- Relevant knowledge based work, dependant upon knowledge gaps

Workshop

- Qualities of a Sales Manager
- What is Sales Management?
 - Definition and what does that mean to me
- What You Measure Is What You Get!
 - What do you want to get?
 - What do you measure?
 - How do you measure?
- Activity Management
 - Activity to influence the right output
 - Building activity models
- Managing a field based sales team
- Communicating with your sales team
- Motivating your sales team
- Your sales management style
 - Pros & cons of each and how to develop an all round style
- Sales Management action planning
- Sales Management activities
 - Exercises and challenges that reflect the work environment. These can be run individually or in teams

Post Workshop

Managers are offered the opportunity to hold regular review sessions with a Region 11 Training Ltd facilitator to continue their learning and to help evaluate the programme.