
Sales Management Course

This course is for students who have a sound knowledge of sales techniques, and who will be managing a sales force.

The Course covers:

1. The Sales Manager's Role
2. Knowing the Team
3. Understanding Corporate Metrics
4. Creating the Right Environment
5. Coaching and Leadership
6. Your Personal Performance
7. Standards & Values
8. Conformance & Compliance
9. Appraisals & HR Liaison
10. Setting Targets
11. Recruitment
12. Dismissals
13. Running a Sales Meeting for Results

Outcomes:

What the trainees will learn:

1. The boundaries of the Sales Management role
2. How to motivate for results
3. How to set expectations
4. How to spot training needs
5. How to put ethical behaviour into practise
6. How to stimulate best performance
7. How to understand best practice
8. How to hire & fire
9. How to manage meetings for action

This is a 2½-day course with group work, activity and participation. It covers managing sales teams in depth and provides a structure for managing personal activity within the role.

Cost: £500 per delegate

To book this course for your sales or management team contact:

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