

Building a Winning Sales Team

Course Ref: TS7

Course aims:

- To provide a structure for sales managers to build their own teams, and share their vision
- To develop delegates' skills in recognizing the different sales needs of different customer segments
- To help delegates to adapt their teams to changing markets
- To help managers identify the Key Performance Indicators

Benefits of attending:

- High quality training material produced by experienced sales professional
- Practical exercises to support the learning process
- Delegates complete a sales team plan for their own organization

Outline of Programme:

On this workshop, delegates will develop their skills in:

- Setting appropriate sales objectives
- Recruiting and developing resources according to market need
- Planning a sales career structure
- Analyzing the market and understanding different buyer types
- Training for the future, not the past
- Management and coaching for better results
- Territory planning and key account handling
- Setting, measuring and monitoring targets
- Rewarding and recognizing success
- Managing sales in a growing/declining market

Duration:

This course normally operates as a 1-day course, and is limited to 6 people to ensure individual attention. It can also run as part of a series, together with Selling for Success, Advanced Selling Skills, and Negotiating to Win.