

Sales Management Course

Learn to manage salespeople in a way that creates a high-performing sales team that exceeds goals. Create systems, manage what matters, how to clone your best customers, create a winning corporate culture, focus on the activities a winning Sales Manager does that actually increases company sales.

Agenda	Topics
Session 1	<p><u>Sales Manager as a Coach</u></p> <p>Manage not sell: Support salespeople...if we win, we win together Typical Sales Management (pressure, disconnect, cycle of involvement) Salesperson analysis: strengths and weaknesses Sharpen the Saw: making each salesperson more successful Measuring the company funnel (individual sales funnels & company sales funnel)</p>
Session 2	<p><u>The Top 8 Sales Management Practices</u></p> <ol style="list-style-type: none"> 1) Manage instead of selling (roles well-defined included sales support personnel vs. sales hunters) 2) Track the activity and numbers that matter 3) Developing Talent (recruiting and building the team) 4) Analytics: Identifying your perfect customers 5) Creating Opportunities 6) Supporting Salesperson success (sales tools) 7) Shadowing Salespeople (accountability and empathy) 8) Shortening Sales Cycles
Session 3	<p><u>How to Create Accurate Sales Forecast</u></p> <p>The problem with traditional methods The problem with asking salespeople for their forecast The foundation of an accurate sales forecast The Flash Forecast that will expose true opportunities The “close or kill” approach: Using typical sales cycles</p>
Session 4	<p><u>How to Manage the Sales Team by the Numbers</u></p> <p>Work backwards from each sales: identify common steps Award behavior (activity) that matters Selling Time vs. Non-Selling Time for salespeople Lead-Distribution</p>
Session 5	<p><u>How to Manage each Salesperson’s Customer List</u></p> <p>Who are their targets and why? What is the probability of success? How much sales revenue is represented? (opportunity)</p>

	Does the Prospecting list match your current or target customers?
Session 6	<u>The Magic Morning for Sales Managers</u> Set the pace for the sales team Schedule the time The 5-minute one-on-one meeting
Break	Team Lunch
Session 7	<u>Sales Meeting Plan & Structure</u> What is the goal of the meeting? Ingredients of a successful meeting. Results of a successful meeting.
Session 8	<u>Motivation Methods for Salespeople</u> Internal and external motivation Giving recognition (planned and unplanned) Celebrate individual wins as a team (encourage cross-support) Pair-up salespeople for team competition Compensation plans that encourage growth
Session 9	<u>How to Recruit the perfect Salesperson</u> Outline the tasks needed for the job Make the hiring processes, screen people who are not a right fit Salesperson vs. Sales Support people New Sales people – priming the pump Fast Track new sales – job shadow, meet customers, provide them with a list, show them how to build their list. provide them with the emails and scripts
Session 10	<u>How to Create a Winning Corporate Culture</u> Success is a 3-way partnership (Salesperson, Manager, Company) The deeper you go, the more respect the SM will have Encouragement to each salesperson (public and private) Reprimand only in private Celebrate individual wins as a team Give surprise rewards and bonuses Get rid of losers – owners think “doesn’t cost me” but it costs in that there is a hidden message “we accept failure” and also there is the lost opportunity cost.
Session 11	<u>Your 90-Plan to Increase Team Performance</u> What matters most? Where to get the fastest and best ROI? Open discussions of next steps for each team
Session 12	Questions & Answers

Additional Benefits of the 1-Day Sales Management Training

- 12-Month Sales Meeting Outline – A ready-to-use framework to help you run effective, consistent sales meetings that drive performance.
- 1-Month Follow-Up Session – Alumni receive a live online meeting after the training to review implementation, provide ongoing support, and introduce new management tools.
- Balanced Sales Structure – Learn how to build the right mix of Sales Support and Hunters on your team to maximize results.