

Best Sales Manager's Secret

Target audience

- Sales team managers

Pre-requisites

- There are no pre-requisites for this course

Objectives

- Drive the team's sales performance
- Use sales management tools flexibly and sensibly
- Mobilise and motivate your salespeople around an objective

On-the-job benefits

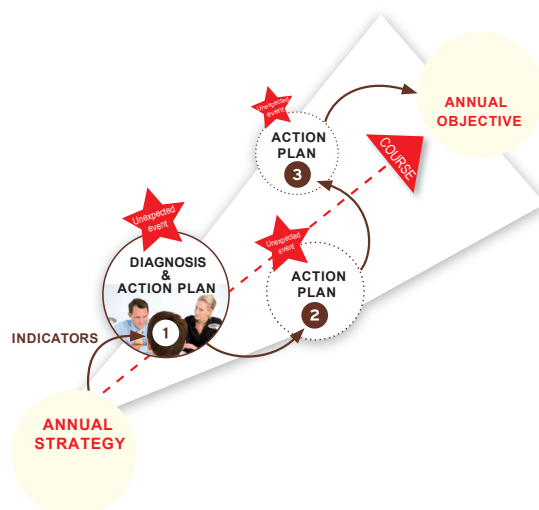
- Your teams will be quicker to respond to fluctuations in the market or the company, and changes in strategic orientation
- Reduce stress
- Balance performance, stress and time management
- Acquire new ways to motivate your team

Benefits for the company

- Sales performance and the achievement of objectives
- Sales teams who are more in line with objectives, less stressed, who boost your company image
- Permanently mobilised teams

Special features of this course

Staying on track for your goals



The six steps to sales performance

- 1] Be attentive to your environment and track indicators
- 2] Make allowance for salespeople's emotions in the face of an unforeseen event
- 3] Analyse the unforeseen event
- 4] Turn the unforeseen event into an opportunity: the 'ZIP' action plan
- 5] Win support for the new priorities
- 6] Maintain individual engagement

Hands-on experience of the top sales managers' secret: striving to be the best

You will be divided into three sales teams

Hands-on exercise:

- > Each team responds, understands and analyses the unforeseen event with which it is confronted

Each team devises an action plan

Learn how to use the 'ZIP' tool for sales action plans:

- > Draw up an appropriate action plan in record time
- > Three managers 'sell' their action plan to the other participants, who are 'salespeople'

The managers present and argue their team's action plan

Role-play:

- > The most convincing manager - the one whose action plan makes most sense and who makes people say «We can do it» - is elected 'best sales manager' by the other participants
- > One manager in each team 'sells' the team's action plan

Programme



Two 30' e-learning modules

+ Two-day classroom course

+ Three 30' e-learning modules



The roles and attitudes of successful sales managers

- ❑ Specific characteristics of the role of the commercial manager.
- ❑ Adapting management to change.
- ❑ Turning change-related obstacles into commercial opportunities.
- ❑ Adapting and maintaining performance targets.
- ❑ Managing your time to balance thought and action, team and individuals.



Successful commercial meetings

- ❑ Principles of an effective sales meeting:
 - Identify the required information and actions in advance;
 - Provide a context for the action and communicate;
 - Manage viewpoints based on actions to be implemented.

1_ The sales manager's role

- Managing in an unstable commercial environment
- The sales performance model

2_ Managing issues

- Measuring the impact of issues on the business and the team
- Being flexible to maintain performance targets
- Using issues to improve performance

3_ Recovering from the unexpected

- Spotting opportunities
- Defining short-term priorities
- Bringing the sales action plan to life with the team

4_ Motivating the team

- Using sales meetings as a key tool to motivate the team
- Enforcing new priorities

5_ Maintaining individual engagement

- How to motivate individual team members
- A tool to develop team engagement and performance
- Using meetings to strengthen engagement



Managing your sales team through uncertainty and change

- ❑ Measuring the impact of uncertainty on the business.
- ❑ Understanding your sales team's emotions to change.
- ❑ Handling the emotions of your salespeople.
- ❑ Refocusing on the objective.



Managing sales activity through uncertainty and change

- ❑ Responsiveness as a competitive advantage.
- ❑ Spotting and acting on opportunities.
- ❑ Constructing a strategy with the ZIP method.
- ❑ Steering your business to develop team dynamics.



Motivating your sales team for action

- ❑ Identifying how motivation works.
- ❑ Levers for maintaining individual commitment.
- ❑ Mobilising and motivating your salespeople for a new objective.
- ❑ Refocusing on the objective to correct slippage.

Key points

- > Assessments both before and after the course
- > E-learning modules accessible for 1 year
- > Personalised support throughout your course