

Program Title

Mantras for Sales Managers

Program Duration

2 days (0930HRS - 1730HRS)

Program objectives

By the end of the program the delegates would be able to:

- Understand Sales Management holistically and their role in the sales process
- Understand the key role played by a motivated team of staff in achieving business objectives
- Gain an appreciation for their personal sales management and leadership skills and what can be done to improve them
- Realise the importance of activity management in achieving results and leave with some practical ideas for implementation
- Define and apply team and individual behaviours that achieve consistent success

Program Outline

This experiential learning course revolves around the following key input areas:

Day	Session Title	Session Details	Methodology
1 AM	Role Clarification	What is my main job purpose? What are my key accountabilities? What are the output parameters on which I will be evaluated?	Self-exercise
1 AM	Introduction to Sales Management	Defining Objectives Purpose Issues Roles & Responsibilities	Instructor Led Discussion
1 PM	Principles of Management	Styles of Management Management vs. Leadership Impact of Management Practical Leadership	Questionnaire Group Exercise
1 PM	Sales Coach	Motivation for Personal Growth Coaching Skills Performance Management Assessing, Appraising and Correcting	Group Activity Instructor Led Discussion

2 AM	Activity Management	Hunting/Farming Conversion Ratios Breaking it Down to Smaller Targets Detailed Plan – Who will do? Daily Activity Weekly Activity Sales Calls	Self Exercise Case Studies
2AM	Team Development	Individual Focus vs. Team Team Theory and Practice Synergising for achievement	Group Activities
2 PM	Communication	Myths of Effective Communication Consistency and Clarity Chains of Communication Team Briefing Rumour, Hearsay and Truth	Group Activities
2 PM	Key Success Factors	Team Interactions Applications in Sales Management Pipeline Management Purposeful Meetings Open House	Instructor Led Discussion Self-exercise

Program Participants

Sales Managers at various levels

Max Participants

15

Program Fee

INR 125,000/- plus taxes

The program fee includes:

- a. Curriculum development fee
- b. Facilitation fee for 2 deliveries
- c. Participant's guides

Additional training deliveries @ INR 45,000/- plus taxes