

Leading & Motivating Sales Teams

2 Days MLT2

OVERVIEW

The interpersonal skills of motivating and communicating are wound through this highly interactive two day course which proves invaluable to sales managers moving into their first managerial role.

This course employs the profiling tool Thomas International which provides accurate, valid and objective assessments that enable employers to understand and develop the full potential of their people. Prior to attendance on the course participants will be sent a questionnaire which will look at their personal profile. Please note in order to gain the maximum benefits from the course these questionnaires should be completed and returned in advance of the course. The profile reports will be used as part of the coaching development on day two.

Demos is able to provide profile reports and feedback days for complete sales teams. These reports will enable sales managers to highlight the weaker areas of the team skills and where development is required. Once a sales manager has completed this course and would like to arrange the team profiling they should contact one of our learning consultants.

DESIGNED FOR

Suitable for managers moving into their first managerial role, those working with virtual or remote teams, and those looking to develop the skills to effectively manage and communicate with others.

LEARNING OUTCOMES

By the end of this course participants will be able to:

- Develop their leadership style to maximise team performance.
- Establish SMART objectives that will motivate and get results.
- Use a review process to strengthen commitment.
- Design and implement an effective sales plan.
- Understand how effective communication can impact their team.
- Identify and develop appropriate leadership styles for remote teams.
- Understand the importance of changing behaviour, not just developing skills.
- Be aware of how to coach to improve skills and change behaviour.
- Understand the importance of motivation in a sales team.
- Improve team performance through motivation, leadership and coaching.

TOPICS COVERED

Roles, Responsibilities and Relationships

- Understanding what is expected of you
- The role - is it management, leadership or both?
- The profile of a successful sales manager
- How your leadership style impacts on relationships and profit

Sales Planning and Systems

- How to forecast and plan for targeted sales performance
- How to measure sales results and make them meaningful
- Management information - its part of your success

Lead, Manage and Motivate the Team

- The essentials of effective team working
- How to establish SMART objectives that will get results
- Motivational psychology to strengthen your sales management skills
- Focusing on sales and avoiding the time traps - top tips
- Constantly adapting your leadership style - how to do it and why

Coaching Your Team

- Different types of coaching
- How to give motivational feedback

Making the Most of Performance Reviews

- Using a powerful review process to strengthen commitment
- Knowing how to keep your top performers 'on song'
- Re-motivating the de-motivated
- The essentials of good coaching skills and how to build personalised training plans that deliver results

Communication - Meetings and Briefings

- Understanding when one-way communication is appropriate
- Successful meetings and the people skills behind them
- Understanding what makes for a powerful presentation
- How to generate a 'buzz' at your team briefings

Managing and Leading Remotely

- The appropriate leadership styles for a remote team
- How to stay close to your sales people in the field - organising the field visits
- How to share best practice among a field sales team
- Keeping the team communicating

Personal Development

- Working on your weaknesses; building on your strengths
- Committing yourself to change on return to the workplace
- Continuous professional development; what next?

EXTRA NOTES

An equivalent course is available in Arabic. Please call us for details.