

# SALES MANAGEMENT



The Sales Management workshop is designed to enhance your skills as a sales leader. It focuses on key areas that drive team performance and individual growth. With various topics to choose from, you will learn to distinguish between management and leadership and identify your unique style. You will explore how to set meaningful targets and create a high-performance culture within your team by establishing a productive team rhythm of informal conversations, 121s, and performance reviews.

You will recognise the need to choose different techniques for each salesperson, from training to mentoring and coaching, to create a high-performing team. Overall, this workshop aims to give you tools and techniques if you are new to sales management or have never received formal training, gaining the confidence to lead a sales team.



## Tailored Workshop

Each workshop we offer is customised to suit your team's specific needs and align with your business objectives. Whether you prefer virtual sessions, face-to-face workshops, or a combination, we cater to your preferences. Our workshops, which can span one or two days, cover various topics tailored to optimise your team's performance and address your unique challenges.

## Topics Available

- Understand the Distinction Between Management and Leadership Skills
- Identify Strengths and Areas for Improvement in Your Personal Style
- Explore the Key Competencies and Skills Needed for Your Team's Success
- Develop a Consistent Rhythm for Team Development
- Differentiate Between Informal Conversations, 1:1 Meetings, and Performance Reviews
- Hold Your Team Accountable for Delivering Results
- Set Quantitative and Qualitative Targets with Meaningful KPIs
- Ensure Your Team Focuses on High-Impact Activities to Achieve Their Goals
- Apply the Right Combination of Skills to Drive Team Growth
- Create an Environment for Open, Constructive Feedback

- Build Confidence in Managing Difficult or Challenging Conversations
- Encourage Independence and Growth in Your Team Through Coaching
- Learn How to Build and Sustain a High-Performance Team

## Additional Resources

Other available resources to support your Sales Management workshop;

- Customised consultation to meet your specific needs.
- Complete DISC profiles for the entire team.
- Skill scans for both team members and managers for assessment.
- Implementation of competency frameworks. Integration of managerial best practices.