

## INTRODUCTION TO SALES MANAGEMENT COURSE OUTLINE: 1 DAY

**A short overview of the principles of sales management for anyone who is shortly to take up the role or has recently been appointed to a sales management position.**

OBJECTIVES	
<ol style="list-style-type: none"> <li>1. Outline the role of sales management</li> <li>2. Review the skills and behaviours required to be an effective sales manager</li> <li>3. Consider the metrics and tools for monitoring and measuring performance</li> <li>4. Create an action plan for the way forward</li> </ol>	
CONTENT	
<p><b>SESSION 1: Introduction</b></p> <ul style="list-style-type: none"> <li>▪ Introductions</li> <li>▪ Course objectives</li> <li>▪ Housekeeping</li> <li>▪ Overview</li> </ul>	<p><b>SESSION 4: Giving Effective Feedback</b></p> <ul style="list-style-type: none"> <li>▪ Types of Feedback – motivational and developmental</li> <li>▪ Using the appropriate communication style to get the best results</li> <li>▪ Practise giving effective feedback</li> </ul>
<p><b>SESSION 2: The Role of Sales Management</b></p> <ul style="list-style-type: none"> <li>▪ Define the role of the sales manager</li> <li>▪ Establish the skills and behaviours that are required to be successful in a sales management role</li> <li>▪ The challenges of sales management</li> </ul>	<p><b>SESSION 5: Coaching To Improve Performance</b></p> <ul style="list-style-type: none"> <li>▪ Identifying what we mean by coaching</li> <li>▪ Moving from manager to coach</li> <li>▪ Identifying opportunities for improvement</li> </ul>
<p><b>SESSION 3: Managing The Sales Process</b></p> <ul style="list-style-type: none"> <li>▪ Developing sales management metrics</li> <li>▪ Setting S.M.A.R.T. objectives</li> <li>▪ Monitoring and measuring performance</li> </ul>	<p><b>SESSION 6: Summary</b></p> <ul style="list-style-type: none"> <li>▪ Summary</li> <li>▪ Q&amp;A session</li> <li>▪ Action planning</li> <li>▪ Evaluation</li> </ul>

**TO BOOK A PLACE ON THIS COURSE OR FOR FURTHER INFORMATION, PLEASE CALL THE HJS PEOPLE TEAM ON 02380 234222.**