

Leading the Sales Team

Interactive All Inclusive Training Programme with Simulation



Show Your Sales Managers and Leaders How to Develop Highly Motivated Sales Teams that Produce Outstanding Results

Description

Achieving objectives through the performance of others: The objective for every sales leader is to deliver results through the performance of a highly skilled, motivated and talented sales team. 'Leading the Sales Team' is an interactive training programme that combines proven tools, tips and techniques with a powerful simulation. Ten modules, designed for new and existing sales leaders, 'Leading the Sales Team' shows participants:

- **The Qualities of the Professional Sales Manager** – the profile of a successful sales manager; what is expected of the role and six personal disciplines every sales manager must develop to build successful teams.
- **The Sales Manager as a Leader** – applying a powerful diagnostic model, participants assess their people, identify the leadership style that will work most effectively with each team member and create a leadership strategy. A key step in showing people how to manage and retain top performers, develop average performers and deal with serial under performers.
- **The Sales Management Model** – generating revenue and profit is the primary objective for every sales manager. Participants work on their own teams and plan how to introduce powerful techniques that will develop accurate forecasting, build pipeline, improve sales force efficiency, increase conversion rates and deliver sales results.
- **Sales Management Coaching** – a vital skill for every sales manager. Participants learn how to use proven techniques to set coaching objectives, deliver effective coaching, provide feedback, manage resistance, deal with conflict and improve the performance of every team member.
- **Coaching Plans** – using our accurate 'Webb Map' model, participants work on one team member to assess competence in six critical areas and create a coaching plan to develop skills sets, knowledge and performance.
- **Talent Management** – sales managers must look to the future. Using a 'Best Fit' model, participants discover the future needs of their team and plan how their people must be developed to meet those needs.
- **Field Visits** – a key task of any sales manager. Covering 'Action', 'Random' and 'Scheduled' visits, participants learn how to plan and implement a field visit programme that will build the confidence, knowledge, skills sets and performance of their people.
- **Team and One-on-One Meetings** – two key coaching areas for every sales leader. Meetings should stimulate, motivate and educate – this module shows how!
- **Motivation in Sales Management** – motivation is an integral part of this programme. However, this module shows participants how to use 'Motivation Factors' to motivate and influence their people.
- **A Personal Action Plan** – participants complete the programme by preparing an operational plan to implement with their team.

Simulation Content

The 'Leading the Sales Team' simulation challenges your people to develop an underperforming team into a high performing team in one year.

The simulation measures performance versus targets and behaviours, combined with detailed feedback, as your people meet the challenge to:

- Develop leadership plans for high, average and poor performers
- Use different leadership styles
- Define sales management performance standards
- Develop coaching plans
- Plan a field visit programme
- Manage sales meetings
- Motivate the team

An interactive and engaging experience – developing skills that your sales managers will want to use to confidently lead their teams.

What You Will Receive

The easy to use 'Leading the Sales Team' programme comes with everything you need to deliver the programme. Professionally designed and prepared materials include:

- PowerPoint slides
- Trainer's guide and one participant manual
- Trainer's notebook
- Simulation guide – clear directions on how to install and manage the simulation
- CD containing the Leading the Sales Team simulation, PowerPoint slides and PDF files of all materials, participant manual and certificate template, which **you can print from the disc as often as you wish.**

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How the Programme Works

This All Inclusive Training Programme is designed to be delivered over a full two day period. However, the modular structure allows for delivery over a longer period, should that meet your needs. The simulation is designed in two rounds. The delivery process is that on both days the programme follows three stages:

Stage	Activity	Outcomes
Training	The trainer takes the participants through the programme. This integrates lecture and debate with practical projects and personal exercises. PowerPoint slides, detailed trainer's guide and notebook are provided. Participants have a detailed manual to use and retain.	The content drives new skills, knowledge and behaviours which are practised in the simulation. Group and individual projects challenge participants to think how they will implement this new learning in their personal roles.
Simulation Time: 30 minutes	Participants are challenged to make decisions on realistic situations they are likely to face in their personal roles. They debate each decision and reach consensus on the best option. The debate is a highly effective step in the learning process. We recommend that participants work in teams of four. However, the simulation works effectively as a one on one coaching aid.	People learn from the experience the simulation creates - reflecting on the decisions they have made and their consequences. This unique approach embeds learning, achieves high levels of retention and – most importantly- gives people the confidence to apply these skills in their personal roles.
Feedback Time: 60 minutes	Participants review the feedback provided by the simulation and then regroup with the trainer. The trainer will discuss each decision, compare the decisions taken by each group – or individual – and clarify which choices are correct and the learning that sits behind them	Everyone leaves the programme with improved knowledge of how to successfully implement the skills learnt.

Group Size - this will vary based on how comfortable the trainer is with large groups. As a minimum we would suggest 12 and as a maximum 20 participants.

Individual Coaching – the programme works very effectively as a one on one event when there is a need to address a specific skill area with one individual

Customised Participant Manuals – each participant manual will feature your logo on the front cover.

12 Month Licence Fee for material & simulation – charged on a per participant basis:

Min of 6 to 20	£245 ex vat
21 plus	£225 ex vat
50 plus	£195 ex vat

Equipment You Will Need

To run this simulation event, you will need:

- A pc or laptop for each team, or individual participant, with Windows 2000, XP or Vista
- LCD projector
- Flipchart
- Printer – an option that is useful, but not essential.

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