



## Leading the Sales Team Programme Summary

# Leading the Sales Team - Introduction

This document provides an overview of a generic two day Leading the Sales Team programme.

We will of course tailor your programme to meet your exact needs and objectives.

Leading the Sales Team is a programme that deals with the principal challenges facing sales leaders, including:

- Improving sales performance
- People management
- Coaching
- Motivation
- Account retention
- New business
- Talent management

## Programme Information

### 1. Who is the programme for?

This challenging and interactive programme designed for sales leaders and managers from all industries who want to:

- develop their leadership skills and sales management skills
- improve the sales results of their team

- create a team that will deliver outstanding results which are sustainable

### 2. What are the programme objectives?

The programme is designed to help delegates identify:

- personal development areas
- how they can improve the sales performance of their teams
- how they can motivate each individual within the team and the team as an entity

The programme features a combination of lecture, syndicate and role-plays, which are tailored to the job role.

### 3. Who are the TLSA facilitators

Each programme is led by a TLSA consultant who is an expert in the programme content. Our consultants have all had careers in which they held director or executive positions in major organisations with reputations for performance, training and coaching.

They are experts in the subjects they work in – up to date with modern practice, but equally as important, they have practical experience to draw from.

## Leading the Sales Team – Summary of Content

Module	Summary of Content	Format
Introduction and Objectives	<p>An opening module in which:</p> <ul style="list-style-type: none"> <li>The objectives of the programme will be explained to delegates</li> <li>Delegates introduce themselves and identify personal objectives and expectations of the programme</li> </ul>	<ul style="list-style-type: none"> <li>Debate</li> </ul>
The Skills and Qualities of the Professional Sales Manager	<p>A module designed to cover with delegates an 'industry model' of the qualities that industry look for in a sales manager and how this model ties back to their own job role. The model covers the sales manager as a: Leader: Sales Person: Coach: Business Person: People Person: Police Person and provides an early opportunity for delegates to identify personal development areas.</p>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Debate</li> <li>Syndicate Exercise</li> </ul>
The Sales Manager as a Leader	<p>In this module delegates look at the role of the sales manager as a leader. The module focuses on:</p> <ul style="list-style-type: none"> <li>The 'enthusiastic beginner – high achiever' model, which delegates can use to assess the attitude and skills of their people – then determine the leadership styles that will be the most effective with each individual</li> <li>The manager as a leader</li> <li>Leadership styles and behaviours</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Debate</li> <li>Syndicate Exercise</li> </ul>
The Sales Management Model	<p>An operational model delegates use to build a template of standards and activities that will provide the:</p> <ul style="list-style-type: none"> <li>Formula for achieving and beating targets</li> <li>Key performance indicators relevant to the roles of their people</li> <li>Diagnostic check against which individual performance can be evaluated – challenging the concept that 100% of target is the only measure of performance</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Debate</li> <li>Syndicate Exercise</li> </ul>

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Best Fit Opportunity	<p>A module that focuses on talent management. Delegates cover:</p> <ul style="list-style-type: none"> <li>• How to assess the current and future coaching needs of their people, team, department and organisation</li> <li>• How to assess for each individual capability, potential interests and values</li> <li>• How to identify opportunities for merging individual needs with those of the organisation</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Debate</li> <li>• Syndicate Exercises</li> </ul>
Coaching in Sales Management	<p>A module in which delegates will cover the skills of coaching in sales management, including:</p> <ul style="list-style-type: none"> <li>• The concept of coaching in sales management – Why should we coach?</li> <li>• The avenues of learning</li> <li>• The coaching framework</li> <li>• The 'six-skill coaching set'</li> <li>• Formal and informal coaching techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Debate</li> <li>• Role Play</li> </ul>
Planning & Implementing a Field Visit Programme	<p>In this module delegates will consider the use and benefits of a field visit programme, covering:</p> <ul style="list-style-type: none"> <li>• The strategic use of field visits</li> <li>• Planning a field visit programme</li> <li>• Different types of visit – scheduled: action: random</li> <li>• Implementation of a field visit</li> <li>• Writing a field visit report</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Debate</li> <li>• Syndicate Exercises</li> </ul>

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Managing Successful Sales Meetings	<p>A module in which delegates cover the use of sales meetings as a team event that should be structured to stimulate, motivate and educate the team, specifically:</p> <ul style="list-style-type: none"> <li>• The strategic use of these meetings</li> <li>• Creating a motivational agenda</li> <li>• Developing action points that impact on sales performance</li> <li>• Integrating training and coaching into sales meetings</li> <li>• The link between sales meetings and field coaching</li> <li>• Individual delivery style and meeting management</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Debate</li> <li>• Syndicate Exercises</li> </ul>
Managing 'One on One' Meetings	<p>This module takes delegates through:</p> <ul style="list-style-type: none"> <li>• The role of 'one on one' meetings as a key leadership action to develop performance and motivate individuals</li> <li>• Creating an agenda that works for the manager and sales person – addressing business and personal issues</li> <li>• What should be prepared by both parties</li> <li>• The link between 'one on one' meetings and field coaching</li> <li>• Managing the one on one meeting.</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Debate</li> <li>• Syndicate Exercises</li> </ul>
Motivation in Sales Management	<p>In this module delegates will:</p> <ul style="list-style-type: none"> <li>• Identify the 'motivation factors' that drive them as individuals and their teams</li> <li>• Identify how they can use 'internal and external' motivational factors with their teams</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Syndicate Exercises</li> </ul>
Personal Action Plan	<p>As delegates complete each module of the programme they complete a 'personal action plan' detailing how they will implement learning from the programme in their personal roles. We strongly recommend this is followed up by line management.</p>	<ul style="list-style-type: none"> <li>• Personal Project</li> </ul>

