

# Leading the Sales Team Master Class



Certificate No 5040



## Leading the Sales Team Master Class

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

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

**Leading the Sales Team** is endorsed by the **Institute of Sales & Marketing Management (ISMM)**. Participants attending the programme will receive a certificate of attendance from the Institute.

The programme features a combination of presentation, debate, practical exercises and role play. Plus it provides participants with the opportunity to test their skills through TLSA's **Leading the Sales Team** computer based business simulation.

This document provides programme information, an agenda, summary of content, fees, dates and how to book places.

### Programme Information

#### 1. Who is the programme for?

This challenging and interactive programme is 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 participants 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 easily tailored to the job role.

## Leading the Sales Team Master Class

### 3. What training materials are provided?

All participants receive a copy of the '**Leading the Sales Team**' manual, completion certificate and hand-outs.

In addition participants have the opportunity to test their learning using the '**Leading the Sales Team**' computer simulation.

This is a unique approach to training that allows participants to test new learning. The simulation creates an engaging and competitive environment in which participants discover the impact that their decisions have on people and performance.

### 4. Where is the programme held?

All TLSA open programmes are run in high quality hotels or conference centres.

### 5. Who are the TLSA facilitators

Our Managing Director, Brett Lyons, will be presenting the Master Class. After a career in sales and marketing in the FMCG sector, followed by 18 years in consultancy, Brett is seen as one of the UK's leading authorities in Sales Leadership. His personal clients include The RBS Group, The Economist Group, British Gas Business, Lombard Asset Management, Coutts, Ishida Worldwide and LaSer Financial Services throughout Europe.

Brett provides his clients with a unique approach to sales leadership that is designed to help them understand the reasons why people perform and, just as important, why they don't!

## Leading the Sales Team Master Class – Agenda

Day 1 – Open 9-30 a.m.	Day 2 – Open 9-00 a.m.
<ul style="list-style-type: none"> <li>• Introduction &amp; Objectives</li> <li>• Professional Sales Manager</li> <li>• The Sales Manager as a Leader               <ul style="list-style-type: none"> <li>• Leadership Diagnostics</li> <li>• Leadership Styles</li> <li>• Leadership Strategy</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Coaching in Sales Management</li> <li>• Planning and Implementing Field Visits</li> <li>• Managing Successful Meetings</li> <li>• Managing one on One Meetings</li> </ul>
Lunch 1–2 p.m.	Lunch 1–2 p.m.
<ul style="list-style-type: none"> <li>• The Sales Management Model</li> <li>• Best Fit Opportunity</li> <li>• Leading the Sales Team Simulation – Round 1</li> </ul>	<ul style="list-style-type: none"> <li>• Motivation in Sales Management</li> <li>• Leading the Sales Team Simulation – Round 1</li> <li>• Personal Action Plans</li> </ul>
Close 5-30 p.m.	Close 4-30 p.m.

## Leading the Sales Team Master Class – 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 participants</li> <li>Participants 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 participants an 'industry model' of the qualities that industry looks 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 participants 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 participants look at the role of the sales manager as a leader. The module focuses on:</p> <ul style="list-style-type: none"> <li>The '<b>enthusiastic beginner – high achiever</b>' model, which participants 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 participants 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>

## Leading the Sales Team Master Class – Summary of Content

Module	Summary of Content	Format
Best Fit Opportunity	<p>A module that focuses on talent management. Participants 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 participants 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> <li>• Dealing with emotion, resistance and conflict.</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 participants 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>

## Leading the Sales Team Master Class – Summary of Content

Module	Summary of Content	Format
Managing Successful Sales Meetings	<p>A module in which participants 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>In this module participants discover:</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 participants 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 participants 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>

## Leading the Sales Team Master Class – Making a Booking

Fees		Making a Booking
<b>Number of Participants</b>	<b>Fee Per Participant UK £ ex-vat</b>	<p>You can make a booking today by:</p> <ul style="list-style-type: none"> <li>• <b>Telephone</b> – please contact our sales office on:                             <ul style="list-style-type: none"> <li>○ UK 0845 600 1556</li> <li>○ Outside UK 0044 (0) 1428 658867</li> </ul> </li> <li>• <b>E-mail</b> – send us details of your requirements at <a href="mailto:sales@tlsa.co.uk">sales@tlsa.co.uk</a></li> </ul> <p><b>TLSA International</b>                      Paisley House                      Farnham Lane                      Haslemere                      Surrey                      GU27 1EU                      United Kingdom</p> <p><a href="http://www.tlsa.co.uk">www.tlsa.co.uk</a></p> <p><b>Payments</b></p> <ul style="list-style-type: none"> <li>• <b>Credit Card: Debit Card</b> – we accept all major credit: and debit cards</li> <li>• <b>Cheque</b> – we will send you an invoice for payment by cheque or electronic transfer</li> </ul> <p style="padding-left: 20px;">All payments must be made in full at the time of booking.</p> <p>All bookings are subject to TLSA's terms and conditions – see next page.</p>
1-5	1,250-00	
6-12	1,125-00	
Venues & Dates		
<b>Reading</b>	<b>28-29 October 2010</b>	
<b>Manchester</b>	<b>24-25 February 2011</b>	
<b>Reading</b>	<b>26-27 May 2011</b>	
<b>Manchester</b>	<b>22-23 September 2011</b>	
<b>Reading</b>	<b>24-25 October 2011</b>	

## Leading the Sales Team Master Class – Terms & Conditions

1. The address for all correspondence is TLSA INTERNATIONAL, PAISLEY HOUSE, FARNHAM LANE, HASLEMERE, SURREY GU27 1EU.
2. To guarantee places on a specific programme, payment - either by cheque or credit card - must be received at the time of booking.
3. Every effort will be made to meet your chosen dates, however should a programme be full we will offer you alternative dates.
4. The Booking form is used as our request for payment. All payments will be acknowledged with a VAT receipt. (VAT number: GB 970 7682 83).
5. Participants can be substituted at any time without charge. We would ask, however, that notification of any changes be made to our offices prior to the programme. Please email [sales@tlsa.co.uk](mailto:sales@tlsa.co.uk) or telephone 0845 600 1556 for assistance.
6. Each specific programme in our schedule is a separate event from any other programme. All expenses for the programme, i.e. the venue, tutor, are incurred under contract with strict cancellation fees. In the event that you are unable to attend the programme for whatever reason, whether business or personal, cancellation fees will be charged in accordance with this clause. All cancellations must be confirmed to us in writing and an acknowledgement received from TLSA INTERNATIONAL. On receipt of this confirmation the notice period becomes effective.

Period of notice given before programme date:	Cancellation Fee (plus vat)	Discount off Subsequent Programme
31-60 days	30%	15%
20-30 days	60%	15%
0-20 days	100%	15%

Non-attendance at the programme will be considered as a cancellation and will be charged at 100% of the fees plus VAT.

## Leading the Sales Team Master Class – Terms & Conditions

7. In the unlikely event of a programme having to be cancelled TLSA INTERNATIONAL will offer participants an alternative date or full refund if an alternative date cannot be agreed.
8. If you or one of your participants has a food intolerance/allergy, please inform us at the time of booking.
9. If you or one of your participants needs special access, please inform us at the time of booking.
10. If you receive multiple mailings from us, or there is an error in your own or your company details please accept our apologies. To enable us to correct the error, please forward the correct details so we can update our database immediately to [sales@tlsa.co.uk](mailto:sales@tlsa.co.uk)
11. If you do not wish to receive information from us by direct mail or e-mail, please inform us at [sales@tlsa.co.uk](mailto:sales@tlsa.co.uk).
12. Our programme fees do not include accommodation at venue hotels. However, special rates are often available if accommodation is required. Simply call the venue hotel stating that you are attending a LEADERSHIP AND SALES ACADEMY programme, If the venue is at a conference centre, you will need to arrange your own accommodation and rates directly.

### I hereby agree to the Terms & Conditions of Trading

On behalf of:

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Authorised Client Signature

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Print Name

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Date

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PLEASE FAX THIS FORM BACK TO **0870 770 0738**. Thank you.