

**Sales Management Program (SMP)** ensures that in today's competitive sales environment, Sales Managers have the skills and processes to improve sales productivity and sales performance. They not only need to be Sales Managers, they also need to be Sales Leaders, Sales Mentors and Sales Coaches. SMP is a highly interactive one, two or three day program that teaches Sales Managers to generate business and productivity improvements by maximizing the performance of their sales teams.

SMP focuses on '*Growing the business*'; '*Managing the business*' and '*Managing and growing the people*'. The participants will learn how to effectively coach their people to improve their skills; how to get their teams to proactively use the sales systems; how to manage the pipeline to ensure forecast accuracy; how to ensure that their focus accounts are being managed in the most effective way to maximize the return; how to ensure that opportunities are being managed to improve the win-chance and finally how to coach their people using the international recognised GROW methodology.

Throughout SMP, Sales Managers gain a greater understanding of their role and a greater awareness of the kinds of activities and behaviours that stimulate outstanding sales force performance at an individual and team level.

## Who should attend?

This program is for Sales Directors, Sales Managers and Marketing Managers.

## Program Outline

- The Sales Manager Role
- Managing your People
- Managing your Systems
- Managing your Pipeline
- Managing your Accounts and Opportunities
- Coaching Sales Calls

## Business Benefits

The business benefits of the *Sales Management Program* are to:

- Coach your people to maximize the teams performance.
- Optimize the balance between business results and people development.
- Create results oriented action plans to lead the sales force effectively.
- Improved management of the pipeline to ensure forecast accuracy.
- Ensure that your sales teams have a greater understanding of the customers business to enable your teams to sell on *value* instead of price.
- Lead and manage change, both the anticipated and the unforeseen.
- Increase revenue through more effective management.



A fresh  
perspective  
on your  
performance