Sales Manager Development Program Overview

This unique sales leader development program has been designed in recognition of the fact that the quality of the sales management team has a direct and significant impact on the performance and productivity of the sales team. It is fully customisable to suit the culture, the needs and the maturity of the sales organisation that the participants work in.

The core content comprises of 10 modules each of which represents a key aspect of the sales leader or management role:

1. The Role Of The Sales Manager

This module examines how exceptional sales managers add value to their sales teams in order to enhance their growth and performance. We examine the competencies and best practices that differentiate highly successful sales managers from the both average managers and sales professionals, so that participants develop a clear understanding of the skills and competences that they need to develop. A clear distinction is drawn between 'standard' performing sales teams and high performing sales teams.

2. Different Sales Leadership Styles

Participants will be introduced to a range of different leadership styles and where and how each might be applied to help them "lead" the team through the typical challenges that that the team will face. They will also have an opportunity to determine their natural leadership style and understand which style is likely to be best suited for each of their team members at the different stages of the sales pipeline or for different situations.

3. Managing Sales Teams Effectively

This module increases participants understanding of the dynamics of high performing sales teams and what sales leaders can do to successfully build a high performing team. We examine the most common causes of dysfunctional teams and how to turn them around. A number of proven sales best practices including selling time optimisation, pipeline reporting and win–loss analysis are also discussed and linked to this module.

4. Aligning The Team To The Organisational Strategies & Imperatives

The module will explore some of the major challenges and best practices that can be adopted when seeking to cascade the high level organisation strategy and imperatives down through all levels of the sales team in to their goals, priorities, KPI's and performance plans. We also address common breakdowns in this process that result in a lack of clarity of direction, poor alignment and unclear accountabilities. Participants will also have the opportunity to specifically plan how to link in to the existing planning and account management practices and any existing CRM capabilities.

5. Advanced Coaching Skills & Frameworks For Sales Managers

All sales related research shows the importance of relevant coaching for results and the fact that the majority of sales executives are dissatisfied with the value that they get from their current sales manager's coaching. We introduce participants to a range of different coaching styles and questioning frameworks and how they can be used in the different coaching situations commonly faced including field visits, territory and account planning reviews and formal performance discussions. Finally we will explore how sales managers can use the data from pipeline reporting and win-loss analysis to create highly valued coaching discussions with their teams.

6. Prospect Qualification & Prioritisation

The quality and rigour of the sales opportunity qualification, screening and prioritisation within a sales team can have a profound impact on the effectiveness and performance of the sales team. This module will share research and best practices on how to identify and select the right scoring criteria, developing an effective qualification methodology, through to how to critique and enhance an existing set of qualification practices so that the sales manager can be confident that their team are spending their time with the best sales opportunities.

7. Pipeline Management & Measurement

Once a sales opportunity has been screened and prioritised, what can a sales manager do to ensure their team maintain a high quality sales pipeline that accurately reflects where each sales opportunity is, what needs to be done next to keep the opportunities moving forward and how they should be spending their time. A key output of this session will be the development of a set of sales pipeline metrics that the sales managers can use to help their people better manage their pipeline such as time in stage, win-loss rates at each stage, average deal size, time since last contact etc..

8. Key Account Management

This module explores the range of proven practices that enable the team to deepen and broaden their relationships with existing customers and optimise the strength of relationship and the revenue realised from these key accounts. Specific topics and templates include account categorisation and prioritisation, designing effective engagement strategies, conducting effective account reviews, creating a targeted account development plan, monitoring and enhancing customer satisfaction and developing up-sell and cross-sell strategies.

9. Running Great Sales Meetings

We will help participants to identify the qualities of great and poor sales meetings and what they can do to enhance the value-add, effectiveness and impact of their own meetings. We will provide a framework against which to critically assess and develop good meeting agendas and practices, as well as how to view the sales meeting as just one of the many elements of a great sales manager “operating model”.

10. Driving Sales Force Productivity Within Your Sales Team

This final module reviews a comprehensive set of sales organisation, sales process and sales people capability assessment frameworks that can be used to determine the current and desired levels of capability within a sales organisation in order to pinpoint what might be getting in the way and preventing the team from performing better. These insights can then be used to design a phased sales productivity roadmap.

At the end of the sales leadership program, each attendee will be encouraged to construct their own personal development plan on top of the standard best practices that they have agreed will be implemented. If these are also shared with their coach, we will also ensure that they are followed up on and discussed during the coaching sessions.

Coaching Follow up – Sessions

At the end of each program, participants have selected a number of best practices that they intend to implement within their sales team in the following months. We have found that formal, monthly execution coaching for just 3-6 months following the training program, can make the difference between 100% implementation of these new best practices versus no change or disappointing results.

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