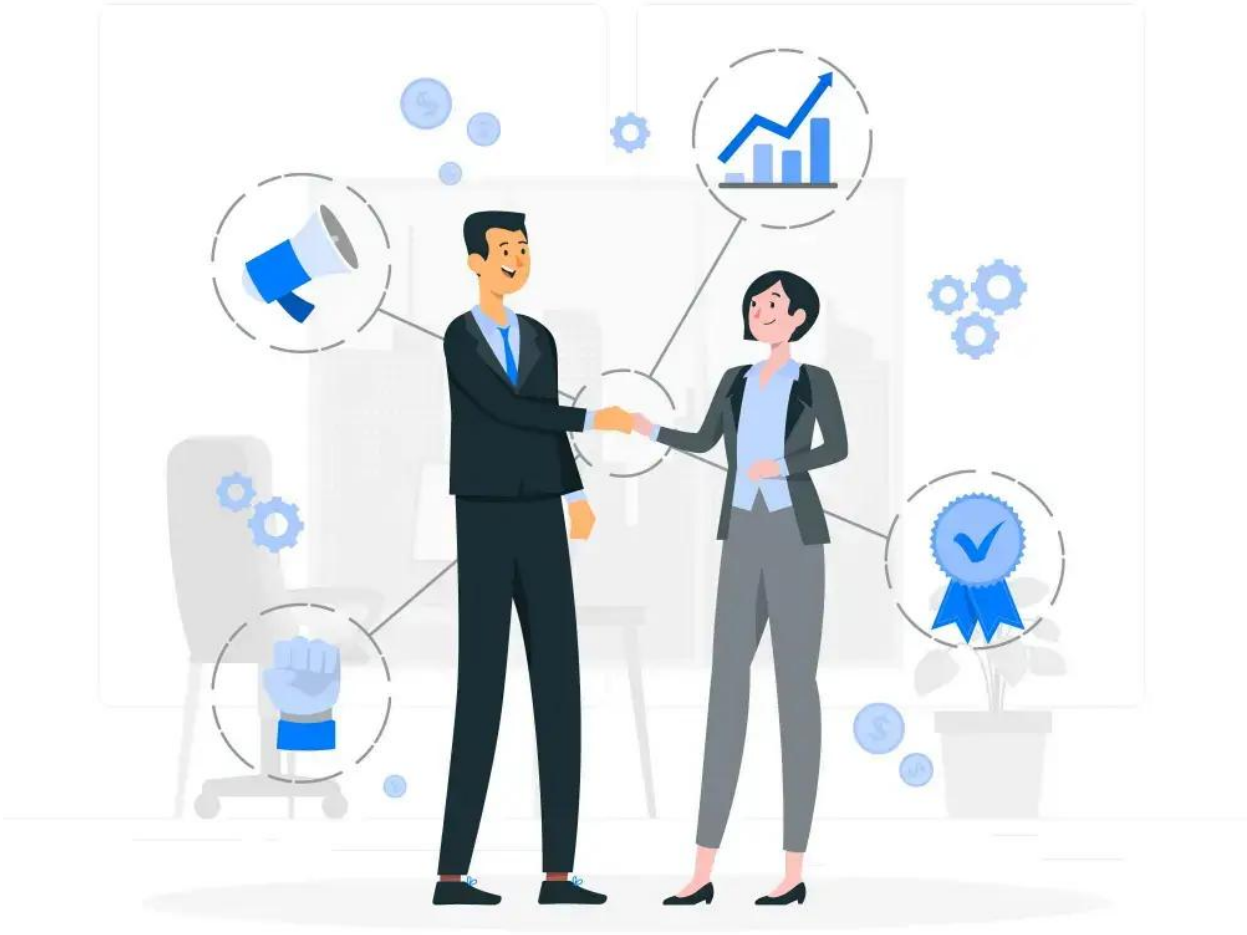


Developing a Successful Sales Team

Duration: 5 Days

Language: en

Course Code: PM1-110

Objective

Upon completion of this course, participants will be able to:

- Understand the importance of an effective sales team within an organisation.
- Appropriately delegate tasks to the most suitable team member.
- Evaluate an employee's skillset to identify strengths and areas that require improvement through coaching.
- Describe what skills a successful sales team and sales manager must have.
- Establish clear and attainable goals aligned with personal and organisational ambitions.
- Partake in sales meetings to discuss progress, performance, results, and improvement areas.
- Provide rewards and incentives to encourage outstanding performance.
- Build positive relationships within the sales team.

Audience

This course is designed for anyone within an organisation responsible for managing and increasing sales through teamwork and sales management. It would be most beneficial for:

- Sales Managers
- Operations Managers
- Regional Managers
- HR Personnel
- Sales Directors
- Chief Sales Officers (CSOs)
- Business Owners
- Senior Executives

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will review case studies of real-world organisations to highlight areas of successful sales team management and identify potential improvements.
To ensure the participants are able to fully engage with the taught content and develop their skills, they will participate in a variety of learning exercises, including presentations, group discussions, video materials, and role-playing activities. As sales is a highly social sector, working within groups will be ideal for participants to truly feel immersed in the course content.

Summary

Any organisation that provides a product or service must strongly focus on the sale process. Sales are much more in-depth than most people realise. For effective sales, an organisation must invest in a sales team dedicated to managing and encouraging sales. Without sales management, an organisation is guaranteed to fall behind in the market and lose a significant number of its customers.
Many factors influence the effectiveness of a sales team. Whoever is in charge of establishing a team must be certain of the types of skills and experience their team will require. They must also be confident in vetting candidates and identifying the team's potential.
Once they have brought their team together, they will have to get on with the project at hand, but simultaneously, the team members should be provided with various opportunities to partake in fun and humorous events or activities to help them get to know one another. While the team will carry out their roles regardless, teamwork will always be more effective if the employees are familiar with one another.

Course Content & Outline

Section 1: Fundamentals of a Sales Team

- Identifying what a successful sales team looks like – productivity, skills, and output.
- Assessing what factors can influence a sales team's performance.
- Explaining the skills that lead to success within a sales team and for a sales manager.
- The concept and purpose of sales management and a sales management team.

Section 2: Establishing a Team

- Analysing and creating a person specification for the sales team, listing skills and expected experience.
- Setting the expectations for the position.
- Undergoing the recruitment and induction process – vetting the perfect candidate.
- Ideal methods of leadership – leading by example.
- Creating plans detailing short-term and long-term goals and discussing objectives to help meet these goals.

Section 3: Building Relationships

- The vitality of building positive and workplace-appropriate relationships.
- Engaging in group activities to encourage openness and bonding.
- Exploring employee's personalities and identifying any potential conflict.
- Analysing each team member's personality, likes, dislikes, and motivations.
- Offering coaching and full training to increase employee's capabilities.

Section 4: Motivating a Team

- Exploring the concepts of Herzberg’s theory of motivation.
- Methods of motivating team members.
- Implement incentives relating to employees' personal motivations to encourage harder work.
- Finding the correct motivational approach depends on the individual.
- Encountering participation in test challenges to improve knowledge and relationships.

Section 5: Running a Sales team

- Measuring and monitoring performance – KPIs.
- Steps to prepare for an effective sales meeting.
- Creating an action plan for long-term projects and the smaller tasks at hand.
- Communicating effectively with the team to ensure all expectations are understood.
- Pushing employees to go the extra mile to achieve team goals.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Media and Marketing, Sales & Marketing

Tags

Sales, Sales team

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