

Sales Management Training & Development

Duration: 5 Days

Language: en

Course Code: PM1-111

Objective

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

- Understand the importance of sales management training and development within an organisation.
- Explain the necessary traits of a sales manager facing modern market changes.
- Create action plans detailing goals, objectives, strategies, and forecasting models to optimise sales results.
- Appraise and train a sales team to the highest possible level to ensure maximum

productivity.
- Establish coaching and mentoring sessions for employees falling behind.
- Utilise various methods and techniques to encourage sales.
- Identify personal skills and capabilities and establish a plan for self-improvement.

Audience

This course is designed for anyone within an organisation responsible for managing sales. It would be most beneficial for:

- Sales/Marketing Managers
- Sales Directors
- Operations Managers
- Regional Managers
- Senior Executives
- Business Owners
- Planning and Development Managers

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 with established sales teams to highlight key management techniques and any areas available for improvement.
Participants will participate in a variety of learning exercises to ensure full comprehension of the taught content and skills. These learning methods will include presentations, discussions, video material, and role-playing activities. By having the opportunity to communicate and work with others, they can practise their skills and offer and receive constructive feedback.

Summary

Sales are much more complicated than most people think, and without the correct management, they are bound to fall flat and lead to a loss of profit and customers. Sales management ensures that the process remains on track and that all involved employees are carrying out their tasks effectively, resulting in satisfied customers.
A sales manager's role is to ensure that productivity remains at its maximum. They oversee

every stage of the sales process, organising and motivating employees to ensure they are working to their maximum potential. Sales managers are responsible for their employees and should pay close attention to their strengths and weaknesses and delegate tasks accordingly. Furthermore, they should provide regular mentoring and coaching sessions to those falling behind to encourage them and develop their skills.
Sales managers are also responsible for meeting customers' demands. They should be able to understand changes within the market and adjust their sales approach accordingly. To stay ahead of competitors, they should constantly plan and establish new methods or techniques to encourage sales.

Course Content & Outline

Section 1: The Fundamentals of Sales

- Understanding the process of sales.
- Ideal traits and characteristics of individuals in sales that have guided them to success.
- Explaining the sales competency model.
- Typical roles and responsibilities of a sales manager.
- Identifying when functions are within sales management.
- Common mistakes made within sales and the consequences of poor sales management.

Section 2: Planning and Strategy

- The importance of creating clear and concise plans throughout a project or process.
- What factors should be included when creating sales action plans – goals, objectives, those involved and any relevant financial documents.
- Describing the concepts and principles of forecasting.
- Different techniques of forecasting can aid in getting an accurate result.

Section 3: Sales Process Management

- Comprehending the type of buyer will help adjust the approach correctly.
- Conducting interviews and recruiting sales team members.
- Providing necessary training and offering 1-1 coaching to aid in skill development.
- Delegating tasks accordingly among the sales team to suit individual strengths.

Section 4: Leadership and Motivation

- Identifying employee’s strengths and weaknesses to assign them the ideal roles.
- Implementing a reward and incentive system to encourage performance.
- Acknowledging employees' contributions and offering praise and alternate rewards.
- Exploring different methods of motivation.

Section 5: Sales Performance Management

- Setting organisation and industry standards; working to maximise efficiency.
- The different types of standards within the clothing industry.
- Conducting analysis on all employees lacking.
- Monitoring and measuring employee performance utilising various methods – KPIs, BARS.

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

Sales & Marketing

Tags

Sales Management, Training Development

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