

Creating a high-performance sales team

Duration: 5 Days

Language: en

Course Code: PM1-113

Objective

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

- Understand the vitality of a high-performance sales team within an organisation.
- Analyse the current and past market trends to predict future trends carefully.
- Create action plans detailing goals, objectives, organisation goals and personal ambition.
- Utilise various methods of innovation to establish sales strategies.
- Assess external and internal factors influencing a product or service’s sales.
- Identify the strengths and weaknesses of employees and provide mentoring or

coaching whenever possible.
- Develop strong communication skills, including questioning, listening and negotiation.
- Conduct and analyse SWOT analysis.

Audience

This course is designed for anyone within an organisation responsible for establishing high-performance sales teams. It would be most beneficial for:

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

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will review case studies of existing sales teams within organisations to highlight factors that contribute to their high performance and identify areas that could be improved.
To ensure participants can comprehend the knowledge and develop the relevant skills fully, they will partake in a variety of learning exercises and methods. This includes, but is not limited to, presentations, group discussions and group activities. Working with one another in a hands-on approach will enable the participants to merge their existing skills with the taught content to expand their understanding and capabilities truly.

Summary

For any organisation to be successful in sales, it is crucial to establish a high-performance sales team that will manage each factor of the sales process and ensure maximum productivity is consistently maintained, and sales continue to rise. If an organisation were to lack a sales team, the number of sales would fall drastically, and its positive reputation with

customers would cease to exist.
Various factors influence a sales team's success, starting with their management. A sales manager must oversee the team's progress and performance and ensure they remain on track and working toward targets. Sales managers are also responsible for training employees and offering coaching sessions to those unable to meet targets.
Not only do sales managers monitor performance, they also are tasked with encouraging productivity in different ways. A sales team cannot be fully effective if they do not get along, and a sales manager is responsible for implementing events and activities to help develop personal relationships with one another. They also need to recognise when motivation is lacking and provide incentives for outstanding work through rewards.

Course Content & Outline

Section 1: Introduction to Sales

- Explaining the importance of a sales team and identifying what roles are often included.
- How a high-performance sales team leads to success.
- Maintaining cross-functional collaboration.
- Planning, implementing, and monitoring various business strategies.
- Conducting SWOT analysis to help plan effective strategies.

Section 2: Managerial Productivity

- Evaluating the various sales management styles and their benefits and limitations.
- Recognising what skills contribute to an effective leader.
- Emphasising time management and maintaining personal productivity.
- Managing stress and finding methods of reducing personal and team stress.
- Delegating tasks accordingly based on the employee's strengths and existing workload.
- Building and maintaining workplace relationships.

Section 3: Sales Team Development

- Conducting appraisals and evaluations to identify areas of success and where more help is required.
- Providing group and individual coaching sessions to encourage learning and personal growth.
- Offering and receiving constructive feedback and acting upon it.
- Establishing rewards and incentives for outstanding work and contribution.
- Evaluating the team’s dynamic and identifying the ideal methods of motivation.

Section 4: Performance Management

- Monitoring all sales activities.

- Maintaining records and sales documents to aid in measuring performance.
- Establishing SMART targets so employees understand the exact working goal.
- Identifying key performance indicators to measure sales performance.
- Different methods of increasing performance and productivity.
- Boosting repeat business and maintaining loyal customers.

Section 5: Creating a Winning Sales Culture

- Creating a continued learning environment encourages all those involved to constantly learn and develop their abilities.
- The vitality of maintaining emotionally intelligent teams.
- Supporting inter-team platonic relationships to improve teamwork.
- Methods of improving abilities and flexibility.

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

Human Resources Management (HRM), Sales & Marketing

Tags

Sales team, High Performance, Slales

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