



Overview

The Sales Excellence programme is dedicated for Sales Managers who want proven techniques and skills to leverage the sales performance of their teams. It will equip Sales Managers with the skills to professionally lead their teams from 'Good' to 'Great'.

If the Purpose of Your Job involves...

- Being responsible for the development of profitable sales from both new and existing customers
- Managing all sales resource both internally and externally
- Developing your sales team and talent pipeline
- Delivering a profitable customer base
- Leading a customer centric approach
- Monitoring and exceeding Key Performance Indicators
- Utilising social media and marketing

...then this programme is right for you.

Benefits of attending

The 7 day programme will provide you with an essential sales management toolkit and will start by benchmarking your current skills, growth mindset for change and with immediate workplace application. The workshop will build on your ability and behaviours through:

- Personal effectiveness – managing self
- Organisational performance – delivering results
- Interpersonal excellence – managing people

Academic Certification

Based on the 90-day sales excellence action plan 1-2-1 review and final presentation, ISM status (LISM Leadership in Sales Management) will be awarded by the Institute of Sales Management



Key Topics

Sales Manager – Day in the Life Of	Leadership Style and Impact
Team Canvas	Effective Sales Meetings
Performance Management	Coach Growth of Sales
Where's the Time Go	S.M.A.R.T. Strategic Sales
Do or Delegate	Sales Talent Matrix
Management Essentials – Mind the Gap	Motivation 1-10
Communication & Influencing	All About the Numbers
Social Media and Marketing	90 Day Sales Excellence Action Plan

“ Learn to Lead and Manage your Team to achieve success



Programme Contents Include

- Key responsibilities of a Sales Manager
- Team Canvas
- Stages of Performance Management
- Time Management Month Review
- Management Essentials
- Supporting Others
- Engaging and Influencing
- Providing Direction
- Empowering Leadership
- Developing Others
- Leading and Managing Change
- Integrity
- Emotional Intelligence
- Conflict Management
- IDEAL tool for Delegation
- 5 Steps to Communication
- Sales Dashboard
- GROW coaching
- Effective Delegation
- Teams productivity improvement by 10%
- Social Media and Marketing
- Network Knowledge Café
- Customer Journey
- Sales Process
- Tool Box Talk
- Coaching for Sales Excellence post workshop

Additional modules

- 1-2-1 Coaching
- Managing underperformance
- Stress in Sales - Finding the Right Balance

Programme measurement of success

- Team Canvas 90 Day Action Plan Completed
- Kirkpatrick Evaluation Levels: Results/Behaviour/
Learning/Reaction
- 70/20/10 approach for sustainability
- Sales Enablement
- Applied Sales Tactics

Key Programme Facts

Course Title	Sales Excellence
Certification	Accredited by Institute of Sales Management
Course length	7 days in a 2 + 2 + 2 + 1 format
Target audience	Sales Managers who want proven techniques and skills to leverage the sales performance of their team
Delegates	Sales Excellence Tool Kit Awarded 'Equipped to Excel' upon 1-2-1 review of personal action plan results
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“ We take the talent that exists in all people and encourage it to grow. ”