



### Delivery Options

This program can be delivered to groups of any size as an instructor-led on-site workshop in a one-day (four modules), two-day (eight modules), or three-day (all twelve modules) format. The program is also available as a Virtual Workshop (instructor-led video conference), or a collection of video and/or audio modules.

#### 1. The Evolving Role of Today's Sales Manager

- The role and responsibilities of a sales manager
- Transitioning from team member to team leader
- Management measures, appraisal, and compensation
- Understanding sales management deliverables
- Seeing your role from your salespeople's eyes

Tool: Sales Manager Roles and Responsibilities Worksheet

#### 2. Building a High-Performance Sales Culture

- The psychology of leading a sales team
- Turning a group of salespeople into a "team"
- Creating a culture of accountability and cooperation
- Promoting self-directed action and independence
- Fostering an environment of open communication

Tool: High-Performance Sales Culture Action Plan

#### 3. Planning and Managing Sales Goals and Activities

- Developing team plans and territory plans
- Turning goals into individual action plans
- Leveraging metrics, measures, and KPIs
- Translating results goals into activity goals
- Tracking sales activity and results

Tool: Reverse Planning & Tracking Templates

#### 4. Arming Your Team with Sales Intelligence

- Understanding "sales intelligence" and how it is used
- Defining why customers buy and why they don't
- Documenting customer results and success stories
- Harvesting and distributing sales intelligence
- Leveraging sales intelligence to maximize sales results

Tool: Sales Intelligence Worksheets

#### 5. Developing a Sales Qualification System

- The importance of consistent sales qualification
- Leveraging criteria-based qualification
- Developing criteria-based qualification questions
- Driving adoption of a qualification "system"
- Tracking and using qualification data

Tool: Criteria-Based Qualification Template

#### 6. Managing Sales Pipelines and Forecasting

- Applying pipeline management structure and discipline
- Establishing a pipeline review and forecasting process
- Setting pipeline review and forecasting expectations
- Conducting pipeline reviews and forecasting sessions
- Improving the accuracy of your sales forecasts

Tool: Pipeline Review and Forecasting Worksheet

#### 7. The Manager's Role in Accounts and Opportunities

- Establishing a structure and format for reviews
- Creating account and opportunity review templates
- Conducting account and opportunity reviews
- Creating action plans, roles, and responsibilities
- Learning how to help salespeople without taking over

Tool: Account and Opportunity Review Templates

#### 8. Time Management for Sales Managers

- Where are you "spending" or "investing" your time?
- Organizing your workweek around your top priorities
- Supporting your team while maintaining control
- Leveraging specific time management strategies
- Planning and structuring an effective workweek

Tool: Time Tracker and Weekly Planner Templates

#### 9. Best Practices for Interviewing and Hiring

- What you're looking for in the ideal candidate
- Asking questions to reveal attitudes and skills
- Setting up a "mock sale" in the interview process
- Establishing criteria for assessing real sales potential
- Putting new salespeople in a position to win

Tool: Interviewing and Hiring Process Template

#### 10. Leveraging Performance Rewards & Recognition

- Understanding what motivators drive sales behavior
- Using rewards to drive sales activity and results
- Leveraging various forms of individual recognition
- Creating healthy contests and internal competition
- Empowering everyone on the team to "win"

Tool: Rewards and Recognition Best Practices

#### 11. Conducting Individual Performance Reviews

- Setting goals and expectations around performance
- Leveraging performance measures and metrics
- The individual's responsibility in performance reviews
- Empowering individual performance planning
- Maximizing individual output and performance

Tool: Sales Performance Review Template

#### 12. The Sales Manager as Trainer, Coach, & Mentor

- Behavior modeling and leading by example
- How to share your personal experience and expertise
- Sales coaching strategies and techniques
- Leveraging both formal and informal coaching
- Mentoring people for a successful career in sales

Tool: Sales Coaching Planner and Tracking Tool