

MANAGING THE SALES FORCE

how to get the best from the sales team

Sales force performance depends directly upon the quality of management. This programme is all about leading your sales team to success through the application of sound managerial practice. The course has been designed specifically for all managers who have or expect to have responsibility for achieving sales results through others.

Delegates can expect to leave the course with the knowledge and confidence to tackle one of the toughest managerial assignments, that of leading a sales team.

Programme Contents

- The Role of Management
- The Essential Functions of Management
- Specifics of Sales Management
- Leadership and Teambuilding
- Recruiting Sales Staff
- Job Descriptions
- Special Problems of Training Sales Staff
- The Need for Knowledge
 - Selling Processes
 - What to Provide and How to Present it
- The Manager's Responsibility for Training
 - Assessing What Needs Doing and Getting it Done
 - What Can you Do to Build Better Business
- Counselling and Appraisal Systems
 - Deciding When Needed
 - Doing it Well
- Effective Communications for Managers
- Controlling the Internal and External Sales Operation
- Case Study
- Problems of Staff Management
- Sales Staff Motivation
- Demotivation
 - Recognising the Signs
- Managing or Doing
- Organising Management Time
- Delegation
- Sales Reports and Information Systems
- Developing Potential in the Sales Team
- Management Styles
- Future Trends and Predictions

2005 venue

Horwood House conference Centre,
Nr Milton Keynes