

Sales Management

Effective sales management is the key to turning a team's potential into outstanding performance. Our Sales Management Programme has been expertly designed to develop leaders who can drive success by building high-performing teams and fostering a results driven culture.

This Programme will empower participants to understand the key components of a healthy sales culture. They'll develop practical tools to delegate effectively, define roles clearly and use the sales process to guide planning and measure progress. They'll also learn how to deliver constructive feedback, develop coaching skills and amplify collaboration within their team.

Taught by experts in their field, with decades of sales experience at Senior and Board Level, this programme will give your Sales Managers the skills they need to excel.



Who

Sales Managers
5+yrs experience



Format

Face-to-face
Virtual workshops
Self-study



Duration

4 month programme
35-40 hours

Programme Objectives

As a result of attending this training, participants will develop, refine and grow their skills at:

- **Leading a sales team**
Equip participants with the leadership skills necessary to guide their team to achieve stretching targets
- **Nurturing a healthy sales culture**
Optimise team performance by building an empowering team culture and learning how to coach effectively
- **Building team accountability**
Manage operational work in line with strategic objectives, allocating time and effort to the highest value activities and delegating effectively
- **Feedback on performance**
Train participants in how to provide constructive feedback to support continuous improvement
- **Amplify collaboration**
Run results driven meetings and 1-2-1's to accelerate action and empower team

Our Building Blocks

1. Navigating the sales process

Using the sales process as a compass to delegate, coach and set activity

2. Building a healthy sales culture

Creating the right environment for the sales team to perform

3. My role as sales manager

Managing operational work in line with strategic objectives, allocating time and effort to the highest value activities

4. Coaching for high performance

Using a structured framework to coach at every available opportunity

5. Aligning strategic direction

Setting stretching goals and using CRM to navigate direction and performance

6. Running effective meetings

Running results driven meetings that drive action, review, best practice and results

7. Developing talent

Developing sales people's skills and capability to achieve outstanding results for the business

Key Benefits of the Programme

- Fully customisable to the specific and unique needs of your organisation
- Easily adaptable to run for teams or mixed groups
- Can be run in multiple languages via our global network of expert trainers
- Complete learning journey that covers each stage of the sales process
- Focused on practical application and real sales cases
- Range of additional virtual sessions available to accelerate skill development in key areas for your business

The Learning Journey

As experts in the science of learning, we've carefully designed our Sales Management Programme to ensure the most interactive, engaging and insightful learning experience. Led by our expert trainers, a typical learning journey lasts four months and includes face-to-face training, virtual workshops and self study.



Preparation	Virtual Kick Off	Face-to-Face	Virtual Workshops	Face-to-Face	Virtual Follow Up
• Introduction to our Learning Hub • Read assigned material	• Introduction • Orientation • Sharing of objectives • Course expectation, ways of working and pre-work	Navigating the sales process • Mapping the customer journey My role as sales manager • My role & why should my team follow me? Leading a Sales team • Accountability/ownership • Setting & communicating clear goals	Coaching for high performance • Building a coaching culture • Effective sales coaching conversations	Aligning strategic direction • Translating organisational goals into sales strategy Running effective meetings • Structuring sales meetings for impact Developing talent • Identify sales talent • Develop team capability	• Wrap up of programme • Actions and next steps
2 weeks	1 hour	2 days	3 hours each	2 days	1 hour

Why Train with us?

Our customers tell us that we are different and that working with us is different too. Here's what sets us apart:

- **We customise all our solutions:** We pride ourselves on developing fully tailored solutions for each and every client
- **We have global expertise:** Our specialism is rolling out global programmes in 20+ languages
- **We are dedicated to changing behaviour:** Our solutions are not about delivering content, our aim is to change behaviour so that your people behave differently and improve performance
- **We are transparent and open:** We're good at building long-term client relationships because we are friendly, approachable and have a transparent approach to pricing.



People
Development
Specialists

Business Linked Teams is a global people development company headed by Samantha Caine, FCIPD. We empower development and enhance capability through bespoke learning solutions and carefully curated change initiatives.



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