



Management  
Centre Europe®



# Sales Management for the Newly Appointed Sales Manager





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## Enhance your performance with management and leadership capabilities.

You're a new sales manager, maximise the skills of each sales person and develop your leadership style and potential.

Can you find a balance between functioning as part of the management team and leading the sales team? Do you have a clear understanding of your leadership style and how it is compatible with your team?

You also have an open territory that needs to be filled as quickly as possible. Where do you start? How do you gain the respect of your team? How can you maximize the skills of each team member? And how do you respond to your manager's demands?

In this highly interactive 3-day programme, you will gain critical-to-success management skills, from proven communication techniques to interviewing tools...from establishing an effective training program to a six-step coaching process that helps you maximize your sales team's skills. You will also discover how to perform account analysis, conduct a recruiting interview and get feedback. You will return to work positioned to win the respect of your team and maximise your value.

## Who should attend?

This programme is designed for newly appointed or prospective sales managers who need the tools to respond to customer, team and company needs.

**"You were born to win, but to be a winner, you must plan to win, prepare to win, and expect to win."**

*Zig Ziglar*





# How you will benefit

## How will you benefit?

After taking this programme, you will be able to:

- Build your management skills and make a smooth transition to sales expert manager
- Win respect by building your management skills
- Ensure your team's productivity through recruiting, training and coaching skills
- Effectively plan—and target—customers and territories
- Successfully plan your logistical operations and organizational structure

During this programme you will:

- Network and learn from a diverse group of peers from different functions, industries and countries
- Develop a personal action plan to implement back at work
- Learn and practice using real-world examples over 3 interactive days

## Why is this programme different?

- The programme is facilitated by an experienced business expert who knows what it is like to work in an international business environment and understands your challenges.
- Every year, many business people from more than 20 different countries join this programme and over 95% recommend it to their colleagues.
- This programme is about you! You will get intensive feedback from your facilitator and a multi-cultural group of participants.
- You will bring your own business challenges to the class and these will be addressed in the programme with solutions and input from the whole group.
- You will leave the programme with a concrete action plan to ensure you are implementing the learnings back at work and become a successful manager.

“The instructor did a great job using his real world experience to enhance the educational materials. His consistent examples helped to demonstrate how these techniques can be adapted to real life. He was very enthusiastic and held my attention for the 3 day class. He tailored the material to fit your exact job and gave great action steps to put into place.”

*Kaylen H*

# What will you learn and practise?

This 3-day programme is highly interactive with exercises and role plays.

## Programme Highlights:

### Learning Objectives

- Analyze Personal Strengths and Weaknesses
- Analyze the Individual Team Member's Strengths and Weaknesses
- Analyze the Team's Strengths and Weaknesses
- Develop a Plan to Maximize Team Strengths
- Staff the Team Appropriately
- Train Individuals to Perform at Their Best
- Coach and Counsel Salespeople for Continuous Growth and Motivation
- Delegate to Enhance and Enrich the Salesperson's Job
- Better Manage Time
- Maximize the Effectiveness of the Team as a Whole

### Transition to Sales Management

- Recognize Some of the Challenges Facing Managers During Their Transition to Sales Management
- Define Specific Issues That Affect New Sales Managers (Team Leader vs. Team Player, Peer vs. Managing Former Peers, Functional Management vs. People Management, Your Style vs. Employee's Style, Other Issues vs. Other Solutions)
- Get a Fast Start in Your New Managerial Position

### Communication Styles

- Use the DISC Theory to Determine Various Styles
- Analyze Your Strengths and Weaknesses
- Analyze Each Salesperson's Strengths and Weaknesses
- Understand the Internal Motivation Theory—The Key to Motivation

### Objectives and Planning

- Identify the Three Types of Plans
- Develop a Short-Range Organizational Plan
- Understand the Seven Characteristics of a Good Plan
- Develop a Territorial Plan

### Recruiting and Interviewing

- Plan for the Best Match for the Open Position
- Recruit Qualified Salespeople
- Interview to Determine If the Candidate Fits the Plan
- Interview to Determine Functional Capabilities
- Make a Complete Offer

### Training for Sales Managers

- Understand Ways to Improve Your Influence on Others
- Recognize the Principles Behind Reinforcement
- Utilize Reinforcement to Train and Motivate Others

### Delegation and Time Management

- Understand Why Delegating Benefits Managers and Employees
- Identify Potential Insufficient-Delegation Signals
- Determine Tasks That Can and Those That Cannot Be Delegated

### Coaching and Counseling

- Take a Positive Approach to Problem Solving
- Develop a Win-Win Appraisal or Goal-Setting System
- Manager Your Salespeople from a Distance


### Team Building

- Define the Characteristics of a Team
- Apply the Principles of Team Building
- Run Team-Based Projects
- Recognize the Principles of Leadership
- Understand the Six Steps to Becoming a Team Leader

## Booking details

 **Duration** 3 Days

 **Type** Classroom

 **Price** €3450



**ALSO AVAILABLE AS AN  
IN-COMPANY PROGRAMME**

 **Register Now**

 **+32 (0)2 543 21 20**

 **registration@mce.eu**

 **www.mce.eu**