

Sales Leadership Programme

6 Half-days

OVERVIEW

1.0 Driving Sales Performance

To create a high performing team, it is vital to define what great looks like and understand your role as a modern manager.

CONTENT & OUTCOMES

In this module you will:

- Understand the 'Why' of the manager and create your team vision
- Explore what the strongest managers do differently
- Create behaviours that drive sales performance

Outcome: A framework for managing peak performance

1.1 Coaching & Sales Innovation

Research shows that core sales performers gain the most from coaching and that combining training with coaching can improve returns fourfold. It's vital to coach effectively and focus on helping your team unblock deals to drive revenue.

In this module you will:

- Explore coaching best practice
- Learn how to unblock blocked deals: 'coaching to close'
- Create personal development plans and 1-2-1 agendas

Outcome: A methodology for developing a successful sales team

1.2 Sales Planning

Your sales team need to increase revenue from both new and existing clients. A planned, well thought-out approach is your shortcut to success.

In this module you will:

- Learn how to manage a sales pipeline and prioritise your workload
- Determine what planning is necessary for you and your team and why
- Create methods for target, client and conversation planning

Outcome: A planned and structured approach to driving sales

1.3 Understanding and communicating with your team

Your sales team is made up of individuals with different personalities. Communicating with them in the right way will drive stronger engagement and better results.

In this module you will:

- Understand your own colour personality
- Determine your team's colour personalities
- Devise strategies for communicating effectively with your team on both an individual and group level

Outcome: Teams influenced and engaged via great communication

1.4 Motivating sales teams

Sales people are motivated by different things, rarely are they solely driven by money. Motivating your team in the right way will improve team morale and results.

In this module you will:

- Explore why traditional motivation techniques don't always work
- Learn the importance of intrinsic motivation
- Create plans for a sales culture built on autonomy, mastery and purpose

Outcome: A sales team motivated to succeed

1.5 Hiring the best talent

Recruitment is often unstructured and reliant on gut feel. The best hires come from a clear understanding of what top performers look like and a clear methodology for finding them.

In this module you will:

- Identify mistakes to avoid when recruiting salespeople
- Create a profile of top-performing salespeople
- Learn how to identify, interview and secure the best talent

Outcome: A guide to hiring the best talent