

# Strategic Sales Management

**Direct a winning team**

**Duration:** 3 days

**Fee:** £1,635 + VAT



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## Business and personal benefit

As a strategic sales manager responsible for setting the strategy, culture, structure, roles and results required from the sales function within your organisation you must be a strong leader, responsive motivator, efficient organiser, accurate forecaster, numerate budgeter, inspired speaker and a successful salesperson!

Your organisation's sales team is a powerful entity. It is the face of your business, able to make or break customer relationships and business reputations. Your sales managers and sales team need to be focused, directed, energised and motivated

This challenging course will help you develop exceptional all round business skills.

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## Target audience

For experienced, newly appointed or potential sales managers including any other executive requiring a broad application of sales management. This very practical programme gives a wealth of ideas for achieving success within the sales function. The programme is ideal for both the development of your sales team and the business with specific emphasis on the key skills of personnel development including coaching, counselling and motivation whilst also covering strategic business development, market strategy, recruitment and financial understanding including the critical area of budgeting.

This programme is the ideal opportunity to learn new practices, different approaches and move from a manager to an inspirational leader.

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## Objectives

You will leave the course able to:

- Analyse the performance of your salespeople
  - Analyse your sales channels and market strategy
  - Analyse the market and increase your share
  - Develop your sales managers and sales team
  - Recruit high quality salespeople
  - Improve your team's success
  - Handle both performance and attitude issues arising within your team
  - Assess the impact of your strategic sales financial decisions on your overall budget
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## Before, during & after your programme

You'll receive support at every stage to maximise your investment and bring your learning to life:

- Pre and de-brief calls to establish goals and assess progress
  - One to one input from your TACK consultant as group sizes are limited for maximum personal benefit
  - All TACK programmes are interactive in style. We believe in 'learning by doing' to ensure your learning experience is 100% relevant to 'real life' situations
  - Comprehensive materials including workbook and Personal Action Plan
  - TACK Tips – SMS messages designed to inspire, motivate and reinforce key learning points!
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## Module

## Learning points

## Outcomes - after this module you will...

### Sales Management Styles and salesperson performance categories

- The role and objectives of the Sales Manager
- Key activities and time allocation/management
- Key issues facing today's professional sales manager
- The different Sales Management Styles and their advantages and disadvantages
- How to adapt your natural style when necessary

- Be able to clarify your key areas of responsibility and allocate your most valuable resource – time
- Know exactly how to set your goals and judge your performance
- Understand your natural Sales Management Style and when you need to use it
- Be able to manage each member of your team for best results

### Key Performance Indicators

- What are KPI's?
- How to identify the most important ones
- The best way to use them

- Decide which KPI's to use in your team
- Create valid benchmarks
- Effectively use KPI's for activity and performance management

### Sales team motivation

- What motivates people
- The role of money as a motivator
- Different motivational techniques

- Understand people's different motivators
- Know how best to motivate each member of your team
- Know how (and how not) to use financial motivation

### Strategic Business Development

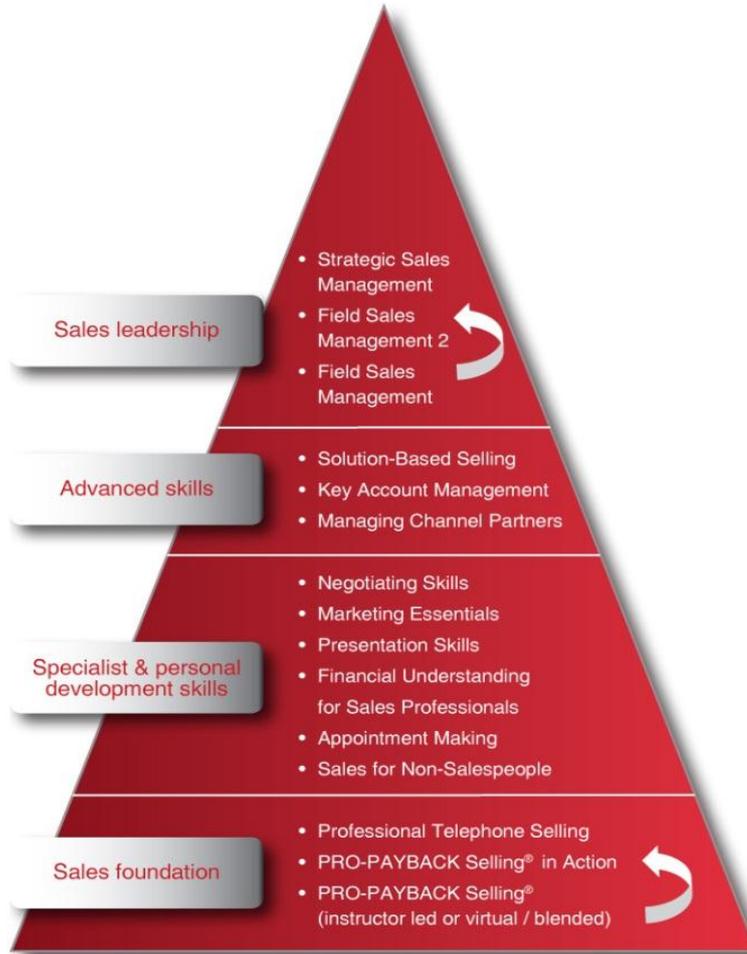
- The shape of your business
- The Total Market Opportunity
- Customer Portfolio Matrix
- Analysis of Sales Channels and route to market

- Be able to critically evaluate your results required, market mix and product portfolio
- Be able to assess your opportunities within your market place and direct the team accordingly
- Be able to assess your 'go to market' strategy

Module	Learning points	Outcomes - after this module you will...
<b>Financial principles, pricing and budget modelling</b>	<ul style="list-style-type: none"> <li>- Key financial principles</li> <li>- Pricing models</li> <li>- Budget models</li> <li>- 'What if' modelling</li> </ul>	<ul style="list-style-type: none"> <li>- Enhance your understanding of key financial principles including the interrelation of price and volume</li> <li>- Understand the different pricing models and compare your own</li> <li>- Understand and use budget modelling in your business</li> <li>- Understand the bottom line effect of your decisions</li> </ul>
<b>Recruitment and selection</b>	<ul style="list-style-type: none"> <li>- The correct selection process</li> <li>- How to create a good person specification</li> <li>- How to plan and run selection interviews</li> </ul>	<ul style="list-style-type: none"> <li>- Plan an effective recruitment campaign</li> <li>- Conduct interviews professionally and efficiently</li> <li>- Make the best selection decisions</li> </ul>
<b>Coaching</b>	<ul style="list-style-type: none"> <li>- The coaching process</li> <li>- Field accompaniment</li> <li>- Principles of giving feedback</li> </ul>	<ul style="list-style-type: none"> <li>- Apply a powerful coaching sequence using TACK's sales competency model</li> <li>- Make effective field visits and dual calls</li> <li>- Deliver feedback and motivate people to develop</li> </ul>
<b>Performance management and counselling</b>	<ul style="list-style-type: none"> <li>- Setting performance standards</li> <li>- Appraising performance</li> <li>- Talent development</li> </ul>	<ul style="list-style-type: none"> <li>- Create motivational targets</li> <li>- Analyse performance problems and develop effective solutions</li> <li>- Manage and lead salespeople for peak performance</li> </ul>

## Supporting your career development

Whatever route you take in your sales career, we're on hand to provide support and access to a programme that is specific to your needs. To support your broader management, leadership and personal development needs, please contact us for more information on our complete range of open programmes.



## The TACK difference

- Accredited Centre for The Institute of Sales & Marketing Management
- Winner of the Sales Trainer of the Year at the British Excellence in Sales and Marketing awards
- The only training company to have won two National Training Awards for sales training
- First training company to achieve ISO 9001 Quality Assurance, continuously maintained since 1992
- First training company to achieve Investors in People accreditation, maintained continuously since 1991
- Leadership & management programmes endorsed by The Institute of Leadership and Management
- To help you accomplish your global development plans, we have offices in 45 global locations, covering 60 countries, with the capability to design and deliver learning in 35 languages

## Why open programmes?

With courses ranging from 1-3 days and running regularly across the UK, TACK's open programmes give you access to training and development at a time and place that's convenient to you:

- As well as networking, you'll gain insight from other delegates, their companies, sectors and experiences
- You can be more open and self-critical amongst strangers
- The right programme can be selected to address individual development needs
- Training one or two people at a time spreads your investment
- Departmental work schedules are less likely to be disrupted
- TACK handles all the administration

## High spots

- The shape of your business - Analyse your complete business including your market mix, product portfolio and business results
- Analysis of the budgeting process and pricing models
- Successful recruiting - Adopt a process for planning recruitment, interviewing and selection to deliver quality people to your organisation

## Delegate quotes

*"I am really pleased with the course. The trainer was excellent and made the course very interesting."*

*"Really good content, good supporting material and very well delivered."*

*"Good scope, coverage, depth, well rounded overview and good detailing."*