



Sales Leadership in the Field

Who Should Attend?

This module is for Sales Directors and Sales Managers who have direct responsibility for leading and managing a sales team.

The Key Outputs:

A comprehensive criteria for evaluating an effective sales visit.

A highly effective coaching guide.

A detailed template for managing joint sales visits.

A comprehensive feedback process.

The Schedule

17 th – 18 th April 2012	Kettering Park Hotel
15 th – 16 th May 2012	Kettering Park Hotel
17 th – 18 th July 2012	Kettering Park Hotel
23 rd – 24 th October 2012	Kettering Park Hotel

The Investment

£1,099 + VAT

(Excludes hotel costs)

The Agenda *(2 Days)*

Introduction and Objectives

Setting the objectives for the participants.

Monitoring Results

How to monitor and analyse the sales key performance indicators. How to recognise trends that influence decisions.

Managing the Joint Visits

How to adapt your role in the different situations in order to achieve the best outcome.

Coaching or Managing?

Knowing when to coach and when to manage and how to make the necessary changes. Developing a coaching approach that suits the individuals.

Giving Feedback

How to give feedback that is listened to and acted on. How to manage emotion.

Recognising good performance

Knowing what good looks like and how to replicate it across the team.

Personal Action Planning

How to implement the key learning points.