

# Empowering Performance

## A Sales Manager's Guide to Success

Formal

education will  
make you a living.

Self-education  
will create a great

income. Sales training

will make you a

fortune!

-Chip Wilson, CEO  
360 Solutions

Being the best sales manager is not selling the most. It is creating a sales force that produces results. Everyday, sales managers are called to lead their teams. Their success depends on their ability to successfully get others to follow them.

Empowering Performance: A Sales Manager's Guide to Success is a training program intended for anyone in a sales management position, whether you are new to sales management position or you are looking to fine-tune current management skills. This program teaches sales managers how to create and drive a sales force to achieve remarkable results. Through interaction and skill practice participants will learn how to hire, retain, motivate, develop, and lead a team to achieve the results needed.

### What You Will Do

- Gain a clear understanding of the primary responsibilities to increase sales performance
- Learn how to find, recruit, and hire top sales people
- Identify the most effective ways to coach and develop a sales team
- Analyze the best ways to coach and develop a sales team
- Determine ways to motivate a sales force to produce remarkable results
- Set up systems for measuring performance, setting goals, and tracking progress

A sales manager's success depends upon his team's success. Becoming an effective sales manager takes determination, patience, drive, and an undying will to help other succeed. As a sales manager, you will achieve success through effective leadership.

### Program Objectives

A major goal of this program is to provide sales managers with the skills necessary to effectively lead a sales team and to identify the key characteristics that will lead to success. The program is divided into five modules, each with specific learning objectives.



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# Empowering Performance

## A Sales Manager's Guide to Success

### MODULE

# 1

## Learning to Lead Your Sales Team

- Recognize qualities of successful sales people
- Define your role as a sales manager
- Understand the qualities of top sales managers
- Create a common vision for your sales team
- Execute your plans to accomplish goals

### MODULE

# 2

## Building Your Sales Team

- Identify your hiring needs
- Assess your company's reputation
- Discuss where to recruit sales people
- Determine how to recruit
- Develop a system to manage your leads

### MODULE

# 3

## Developing Essential Sales Management Skills

- Facilitate effective sales meetings
- Understand how your employees learn best
- Define your responsibilities as a coach
- Recognize challenges coaches face
- Increase performance through individual development plans

### MODULE

# 4

## Achieving Results as a Sales Manager

- Understand the three basic communication styles
- Deliver two types of feedback
- Identify guidelines for delivering effective feedback
- Recognize the importance of positive and constructive feedback

### MODULE

# 5

## Leading Your Sales Team with Momentum

- Develop S.M.A.R.T. goals
- Determine what motivates your employees
- Analyze differences between logical and emotional benefits
- Discuss techniques that motivate
- Identify frustrations as a sales manager
- Accept responsibility for your development