

Q How to develop more stars in the sales team?

Your needs >

Develop a team of high performers
Motivate the sales team - but pull in results
Combat competitor activity
Maximise volumes and margins

Profitable Sales Management

How to build and direct a winning sales team

A sales manager succeeds through team effort but the job is demanding and covers an enormous range of skills and competencies.

Learn how to respond to the challenges and lead and motivate your salespeople to achieve outstanding results.

Sales Managers face many challenges. You need to be a strong leader, a sensitive motivator, effective planner, efficient organiser, super salesperson, accurate forecaster, numerate budgeter, inspired speaker - in short a jack of all trades and a master of all!

This demanding course will help you improve in every aspect. It is extremely practical, and participative, involving group projects, individual questionnaires, syndicate case studies, videos, role plays and open discussion. The course leaves you with a wealth of ideas for achieving sales targets.

You will learn

- The key relationships in the job and mutual expectations and demands
- The range of skills and knowledge needed
- Different styles of management and their pros and cons
- Planned Business Development - a systematic approach to analysing the total market and increasing your share
- How to select high potential sales people
- How to motivate your sales team for maximum performance
- How to train and coach your people for greater productivity
- How to conduct field visits, training and counselling sessions
- How to organise and run effective motivational sales meetings
- How to improve results by understanding the financial aspects of sales management
- How to improve your own self-management and achieve more in less time

Who will benefit?

New and experienced sales managers as well as senior sales personnel needing greater appreciation of sales management.

Learning high point

Using the TACK 'Warrior' sales planning tool - a powerful analytical approach tool for immediate results.

All TACK courses are highly interactive and are run under licence from TACK Training Worldwide Ltd

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