

EL257

PATHS TO PERFORMANCE

NEW COURSE

Maximize the Potential of Your Sales Team - online training

 New courseDURATION
9 HOURSREGULAR FEE
219 \$

Objectives

Leading a top-notch sales team isn't something that comes about through luck. Good sales managers have a full arsenal of strategies at the ready for selecting, motivating, training, and retaining a talented and productive team. They know how to celebrate and reward the big wins, as well as handle poor performance when it arises. This program focuses on upbeat and well-tested strategies from Butch Bellah, the author of several books on the subject and a salesman and manager with over 25 years of experience in the trenches himself.

Targeted audience

Sales managers.

Prerequisite

None.

Content

1. What are the roles of a sales manager?

- The roles of a sales manager
- What do you think is the biggest challenge?

2. How can we adapt coaching to performance?

- Share your experience with sales superstars
- With whom do you spend the most time?
- Adapt coaching to performance
- How can we push our sales team to their limits?

3. How should we provide ongoing training?

- Share your training experience
- Provide ongoing training

4. How can we manage the team's pipeline?

- Manage your team's pipeline
- Share your KPIs with your colleagues

5. How do we set team goals and motivate wins?

- Set team goals and motivate wins
- Develop an optimal incentive program (optional)
- Brainstorming: What are your suggestions?

6. How should we run a sales meeting?

- When things get heated up...
- Run a sales meeting
- Brainstorming: What are the key topics you will include?

7. What's the best way to address poor performance?

- Address poor sales performance

Subscription

Subscription english version

Subscription french version

8. How do we strengthen cross-functional relationships? (optional)

- Strengthen cross-functional relationships
- Share about your relationships

9. What's the best way to recruit and onboard? (optional)

- Hire hard, manage easy
- What are your selection criteria?
- Recruit sales superstars
- Onboard salespeople
- Share your onboarding ideas

10. How can we groom future sales managers? (optional)

- Groom future sales managers

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